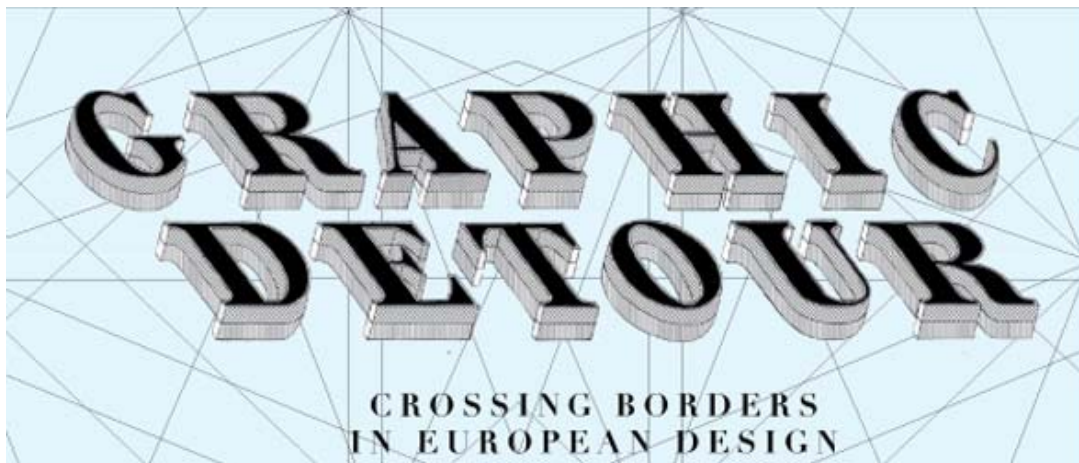




Graphic Detour

Communication design / Exhibitions

Start date : 11-06-2011	End date : 27-08-2011
Country : The Netherlands	City : Breda
Location : Graphic Design Museum	



The exhibition Graphic Detour, currently on show at the Design Museum Breda, is crossing Borders in European design.

By Editor Design.nl / 21-07-2011

Graphic Design isn't what it used to be. Whereas traditional graphic design was a clearly defined craft, now technology allows anyone to be a designer.

Computer programs help us create almost anything imaginable, which means that a lack of crafts skills is no longer the issue: a lack of ideas is. Consequently, true graphic design today is less about getting your fingers inky, and more about thinking different. As doing becomes easier and easier, finding original approaches is harder than ever.

The exhibition celebrates the diversity of an ever-shifting area of creative expression. Graphic Detour show cases the work of designers who go beyond design, talents who mix media as a matter of course, innovators whose ideas set them apart. And to push this new graphic design further, Graphic Detour has asked a series of companies to 'blind date' a creative thinker, matching artists with ceramic workshops, printers, woodworkers and even candy manufacturers.

www.graphicdesignmuseum.nl