

[Background Conversation]

FRESH DIALOGUE FIVE

New Voices in Graphic Design

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By Chris Dixon and John Fulbrook III

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FOREWORD

Fresh air, fresh fish, fresh brewed, fresh flowers, fresh toast, freshly squeezed, and of course . . . Fresh Dialogue. AIGA/NY's annual panel discussion with young, talented designers has introduced many stars to the design community, showcasing works by Jonathan Hoeffler, Tibor Kalman, Jennifer Morla, and Stefan Sagmeister, among many others.

This year we chose our participants from a wide range of disciplines and experience, looking for designers who, no matter how experienced they are or what they specialize in, are producing work that is current and powerful, are constantly engaged with the culture at large, and are always searching for fresh solutions.

We ultimately chose five talented people from the disparate worlds of fashion, publishing, web, advertising, and art—Alice Chung, Rodrigo Corral, Alan Dye, Agnieszka Gasparska, and Karen Hsu, . With the help of the estimable Chip Kidd, who served as an energetic moderator, our group participated in a dialogue about their work and ideas. The audience was

treated to a wonderful array of work, including the vibrant new Times Square identity, a daringly sophisticated Whitney Biennial catalogue, book jackets without words, and a dynamic website for Fischerspooner. Kidd challenged the panel to reveal everything—from their secrets to staying fresh and their influences in design to some of the strangest projects they've ever worked on. This book is a documentation of an inspiring evening of design and discussion. Enjoy! Stay Fresh!

CHRIS DIXON AND JOHN FULBROOK III
Fresh Dialogue Chairs
2004 Board Members, AIGA/NY

[The spotlight centers on the left part of the stage where a podium is set up. A few feet to the right the five panelists sit behind a desk, with laptop computers in front of them. In the background a projection screen is visible.]

[Enter Chip Kidd.]

CHIP KIDD. Hello everyone and welcome to Fresh Dialogue. Our panelists tonight are Alice Chung and Karen Hsu, Agnieszka Gasparska, Alan Dye, and Rodrigo Corral.

Alice Chung and Karen Hsu are the founders of Omnivore, a small but prolific design studio with a voracious appetite. They have recently collaborated with the Whitney Museum of American Art; the Venice Biennale for Architecture, with Asymptote; the Institute of Contemporary Art, Philadelphia; the Contemporary Art Museum, St. Louis; the Philadelphia Museum of Art; the American Museum of Natural History; the Bronx Museum of the Arts; White Columns; Deitch Projects; Creative Time; Princeton University School of Architecture; Harvard University Graduate School of Design; Sigerson Morrison; and Human Rights in China (HRIC); among others.

Omnivore projects have been featured in *Metropolis* magazine, *Print* magazine, *WWD Beauty Biz* magazine, *306090*, and *Step* magazine. They also received a merit award from the Art Directors Club. Alice Chung studied at the Rhode Island School of Design, where she received a BFA and a BGD. After school, she worked at 2x4 in New York for four years. Chung teaches undergraduate typography at Yale University School of Art, where she has also been a visiting critic. Karen Hsu received a BFA in graphic design from Oregon State University

and an MFA in graphic design from Yale University School of Art. In New York, Hsu worked at Number Seventeen and 2x4. She was one of *Print* magazine's new visual artists for 2003, with past 2x4 projects in the Cooper-Hewitt National Design Museum 2003 Triennial Exhibition. She is also a critic at the Yale University School of Art graduate graphic design program.

Interactive media, broadcast, print, and fashion designer Agnieszka Gasparska is the founder of the Brooklyn-based design studio Kiss Me I'm Polish. While her interactive design work has received recognition from publications such as *Time*, *Step*, and *Print*, Gasparska's practice hopes to extend far beyond the realm of your typical web designer. She thrives on maintaining variety in her practice, embracing design as a discipline that embodies an infinite number of media and formats and drawing inspiration from everything from surfing and dogs to her love for costume and interior design.

Twenty-seven-year-old Gasparska received her BFA from the Cooper Union School of Art in 1999. Before establishing her own practice, she spent five years as an art director at New York City's Funny Garbage. Clients have included Bloomberg, LEGO, Knoll, the American Museum of Natural History, the Experience Music Project, and Fischerspooner.

Alan Dye has been design director for Kate Spade and Jack Spade since February

2004. Kate Spade started as a handbag company in 1993 and has quickly grown to include a wide variety of categories from shoes to a home collection. Previously, Dye was design director and partner at Ogilvy & Mather's brand integration group, BIG, where he worked with Motorola, Miller Brewing Company, Levis, and Times Square NYC. Prior to joining Ogilvy, Dye spent four years at Landor Associates' New York office doing brand and corporate identity work for clients including Delta Airlines, Pepsi Cola, and Mothers Against Drunk Driving (MADD). Dye's work has been recognized by several design shows and publications including *Communication Arts*, *Print ID*, 365: *The AIGA Year in Design*, and *Graphis*. Last year, *Print* magazine selected him as one of their new visual artists in the annual Twenty Under Thirty issue. Dye is an avid painter, illustrator, and basketball player.

Rodrigo Corral is a former student of mine at the School of Visual Arts. He has designed many ingenious book jackets for Farrar, Straus and Giroux (FSG), Doubleday, and independently for Rodrigo Corral Design Inc. His work has been featured in *Abitare*, the *New York Times*, and *Print* magazine.

We don't really have a theme tonight, but our panelists do all share one aspect in common that has shaped their work. Each of them started out working for a design-based business of note. Alan was at Ogilvy;

Rodrigo at FSG; Alice at 2x4; Karen at Number Seventeen and 2x4; and Agnieszka at Funny Garbage. And then, after some time, they each started their own businesses or joined another firm. Tonight they will show us some of their early and more recent work and share insights on their experiences, ideas, and thoughts.

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