

The MA TYPO/GRAPHICS course at Sint-Lukas University College of Art and Design starts from the multidisciplinary environment, and by thoroughly questioning the relationship of text versus image and content versus form.

Throughout the academic year, the master students are analyzing the constantly challenging position of the graphic designer in today's society by focusing on the role of typography as the interface within a combing practice and theory with individual practice-based research in which historical, technological, sociological and ideological design principles and applications are critically questioned.

During the scheduled master seminars, workshops, lectures, in-depth sessions, project weeks and studio time the MA TYPO/GRAPHICS student is confronted with specific themes such as contemporary and multi-lingual typography, multimedia & intergenerational interactive design, micro- & macro typogra-

Each MA TYPO/GRAPHICS student demonstrates his/her knowledge and skills of the process of trans-forming information through graphic techniques and typographic conventions versus an experimental formation of the self-initiated subject of his/her practical graduation project and accompanying theoretical exploration of the self-initiated subject of his/her practical graduation project and accompanying theoretical innovation data visualization, represented either by a purely factual information design aesthetic or by means of a fictional and and narrative iconography.

Throughout the academic year regular feedback sessions (in group and individual) are planned which enable the students to discuss their research and design work with the team of tutors, professors, visiting lecturers, professional designers and fellow MA students. Additional sessions on research methods will inform the student on undertaking visual research and on the principles of writing academic texts.

The MA TYPO/GRAPHICS course concludes at the end of the academic year with a communal public exhibition and publication in which the final graduation projects of the graduates will be displayed.

– Dr Jo De Baerdemaeker, typelace designer, researcher & head of MA TYPO/GRAPHICS

More info on the master programme via www.sintlukas.be



www.sintlukas.be – www.recyclart.be – www.anneliesvoneycken.be

Thanks to
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Marollen Safari I 08 (= A–J)
Eveline Meijering
different locations in “de Marollen” (see map)

Imaginez... I 07
Jana Keppens & Tessa Persoons
Square, Pieremanstraat

Private/Public property I 06
Elke Broothaers & Belinda De Bruyn
Window (vitrine), Hoogstraat 295

De Mèt I 05
Sanne van den Oord
Vossenplein/Place du jeu de balle

Object Modelé I 04
Veerle Deschuyffeeler & Marieke Crabbé
Window (vitrine), Reebokstraat 11

The Social Elevator I 03
Tanguy De Muynck
Elevator, Minimenstraat/Zwaardstraat
open 7 days a week, 6am–12pm

144 m² I 02
Freya Mathijssen
Parking Kapucijn, Kapucijnestraat & other hidden places in “de Marollen”

Chez Inge I 01
Inge Van Ginderachter
Window (vitrine), Kapucijnestraat 10

MarolMessenger
Map specifications
see next page
Meeting point ‘MarolMessenger’ I *
presentation of all projects
Recyclart Vitrine Nr. 7, Ursulinenstraat 7
open Friday & Saturday, 2pm–5pm

Workshop participants
Broothaers Elke, Crabbé Marieke, De Bruyn Belinda, Deschuyffeeler Veerle, De Muynck Tanguy, Dolferus Jannik, Dudek Alexander, Keppens Jana, Mathijssen Freya, Meijering Eveline, Persoons Tessa, van den Oord Sanne, Van Ginderachter Inge

Workshop leader
Annelies Vanevcken

Colophon
Map: Onthaal en Promotie Brussel
Graphic Design: Annelies Vanevcken
Printing: Bulckens

With the support of
the Flemish authorities
Hogeschool Sint-Lukas Brussels
Recyclart

The workshop MarolMessenger asks master students in graphic design to reflect on their current and future role as graphic designers. How can they contribute to our ever changing society and help to improve it? How can they act as critical thinkers, raise issues and initiate projects to send their voice to an audience?

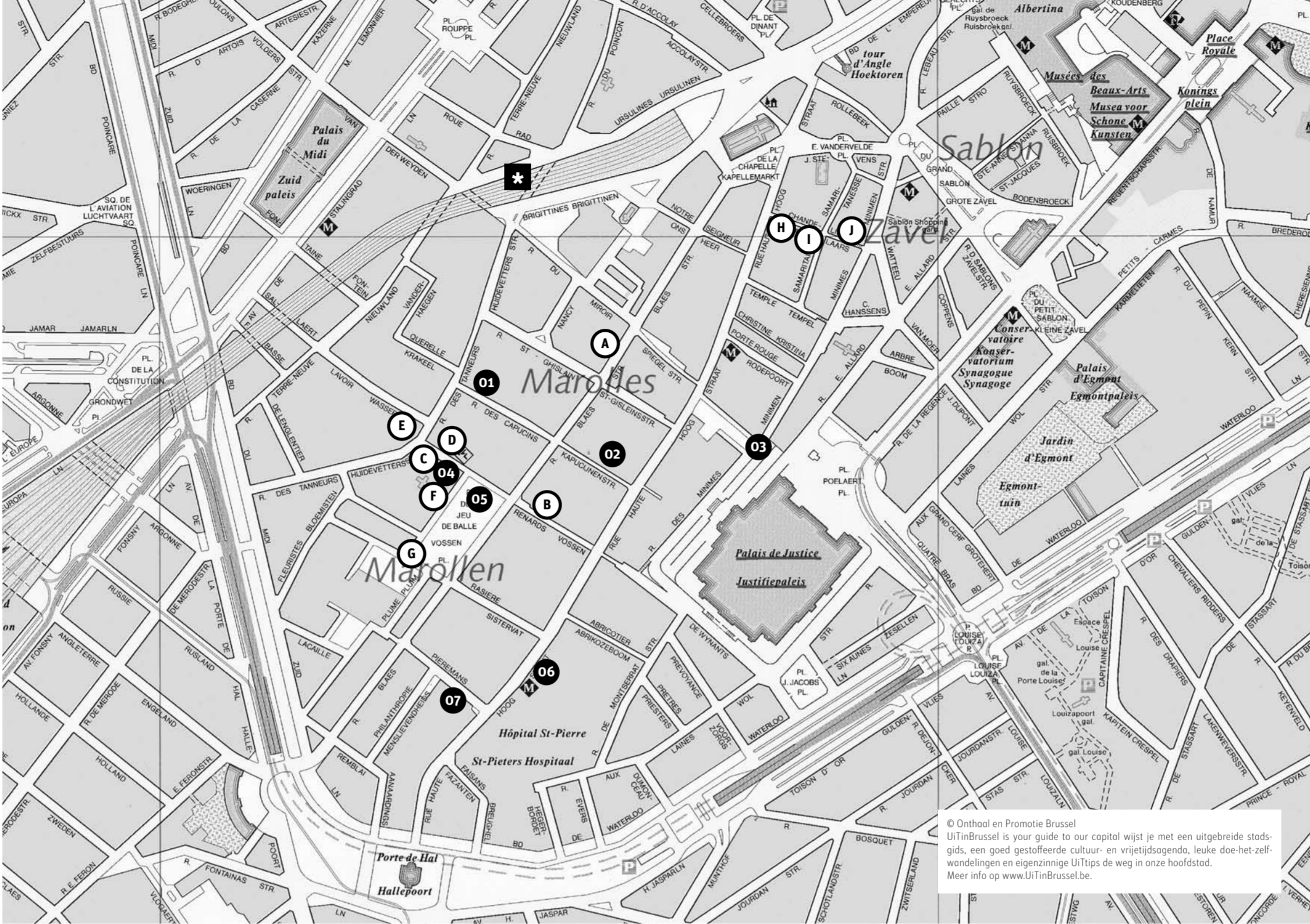
Annelies Vanevcken invited the master students of Sint-Lukas University College of Art and Design to discover de Marollen quarter, act as critical thinkers and create their messages as graphic designers. The brief for the MarolMessenger workshop was limited to the given territory (de Marollen quarter) (the question “How do you see your role as a graphic designer?”, the demand to act as messenger and use the city – more specifically its public space – as a sheet of paper, as the medium through which to present the results of the process.

This workshop was given by Annelies Vanevcken. She is a graphic designer and a visual communication designer, a term which can be interpreted in a broad sense to her. Besides client-related work, she is also interested in the authorship of her profession, where graphic design borders on the fine arts and where it relates to social problems. Her self-initiated projects focus on cultural differences and identities and their relation to social problems. They deal with the transformation of identity in situations that cause “friction”, in situations where people are confronted with a different culture, with immigrants, or where certain groups or communities are stereotyped by the media or portrayed in prejudiced, inaccurate ways.

This workshop was organized within the context of Vanevcken’s residency at Recyclart, and the project she’s currently working on, “Reporteur sem Betrus”. This is a self-initiated project that concerns the negative perception of communities living in the favelas, the Brazilian slums. It deals with questions as to how a graphic designer can help break down this stereotype and communicate a more personal and subjective identity. As a “visual reporter” or a “graphic journalist” she takes on an intermediary role between the favela and the outside world, acting as a kind of (visual) interpreter for the favela residents towards the middle-class and the rest of the world.

www.anneliesvoneycken.be – www.reporteur-sem-betrus.info

MarolMessenger



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UitInBrussel is your guide to our capital wijst je met een uitgebreide stads-gids, een goed gestoffeerde cultuur- en vrijetijdsgogenda, leuke doe-het-zelf-wandelingen en eigenzinnige UiTips de weg in onze hoofdstad.
Meer info op www.UitInBrussel.be.

* Ken Gifford, First Things First, a manifesto, 1964

– Annelies Vanevcken, graphic designer & workshop leader

Graphic design is an ever changing field, related to the time we live in. As we live in an ever changing society, it is important to reflect on our role as graphic designer and redefine ourselves in a creatively useful way.

The economic boom of the early 1960s in Britain made graphic designers focus on a business-oriented clientele and commercial projects. Graphic designers were used to sustain and drive consumer culture; by creating logos, images and packaging they ingaled out products from the mass of generic products. As a reaction to this development, Ken Garland wrote his “First Things First” manifesto in 1964. Garland wanted to make graphic designers aware of the reduction of their role (designing useless products) and educational aids, and all the other media through which we promote our trade, our education, our culture and our greater awareness of the world”. This manifesto was the first in the 30 years existence of the profession of graphic design to put the role, purpose and meaning of the graphic designer into question. After the change to a commercial global economy, the technological developments changed the field of graphic design. In 2000 Mike Gerritzen published her “Everyone is a designer” manifesto as a reaction against the technologically developed society where internet and cheap design technology created the image that everybody can play at being a designer. This also raises questions on the role of the graphic designer.

Ask any person in the street what a graphic designer is and they will probably say “someone who creates posters, flyers, websites...”. They may also mention book covers, lay-out, business cards... and the word “logo” might even be included. Ask any graphic designer the same question and they will give you a more professional definition: “We are designers that use visual language – images, typography and other graphic elements – to communicate an idea or concept to a targeted audience. As visual communication designers we look for creative solutions on assignments given by our clients in a variety of fields including print design, interaction design, advertising, branding, corporate identity, packaging, motion graphics, exhibition design, sign-making...”.
Other graphic designers might have a different view on their role as graphic designer, a role that is less commercial, less business-oriented. Besides being creative problem solvers on assignments for clients, graphic designers can be critical thinkers as well, with the ability to change the world. Good graphic designers reflect on contemporary society’s issues and problems; they define their own brief and initiate and organize projects of their own. This is where it becomes clear that graphic design is an art discipline. Graphic designers have a voice, they can make statements and deliver their message to an audience. Graphic design is still a relatively young profession. It doesn’t have the legitimacy and credentials as art and other art disciplines do. We should see this as an exciting challenge. It’s important, however, to question our identity and role as graphic designers at all times.

What is a Graphic Designer ?!!

The route MarolMessenger leads to different locations in “de Marollen”, a popular district in Brussels. Each location shows the work of students from the master Typo/Graphics of Sint-Lukas University College of Art and Design (Brussels). The student projects are the result of the MarolMessenger workshop and represent their view, voice and opinion – as graphic designer in its broadest definition – on this neighbourhood. The students were asked to define their own brief as critical thinker and communicate their “graphic message” in the public space of the city.

The route starts at Recyclart Vitrine Nr. 7, Ursulinenstraat 7, 1000 Brussels. This map serves as guide to the different locations. There is no particular order in which the works should be viewed. Enjoy!

Recyclart Vitrine Nr. 7, the starting point of the graphic design route, is open every Friday and Saturday from 2 pm to 5 pm (28-01–20-02)



MarolMessenger is a graphic design route through the public space of “de Marollen” quarter of Brussels showing work of master students Typo/Graphics of Sint-Lukas University College of Art and Design.

Marollen, Brussels
28.01–20.02.2011

01

Chez Inge

Reflecting on the role of a graphic designer here in “de Marollen”, a specific question came up. What is a graphic designer ‘for the people in the street’? Do the people here in this neighbourhood know what the tasks of a graphic designer are? The purpose of this project is to throw light on one aspect of the profession of a graphic designer, more specifically that of typeface designers.

Searching for a link between design and ‘de Marollen’ to communicate this message, the names of the bars caught my eye. A lot of bars in this neighbourhood are called “Chez” followed by a name, like “Chez Marietje”, “Chez Marcel”, ... This “Chez” represents the very popular atmosphere of “de Marollen”. As a graphic designer I pay particular attention to the way these names look graphically. It’s about typography. A shopping window in the streets of “de Marollen” is transformed into “Chez Inge”. In this window I choose to display a list of type designers in the most important typeface they designed.



MarolMessenger
Inge Van Ginderachter
www.ingevanginderachter.be

Location
Window (vitrine)
Kapucijnestraat 10, 1000 Brussels
(map nr. 01)
Open: 7 days a week, 24 hours

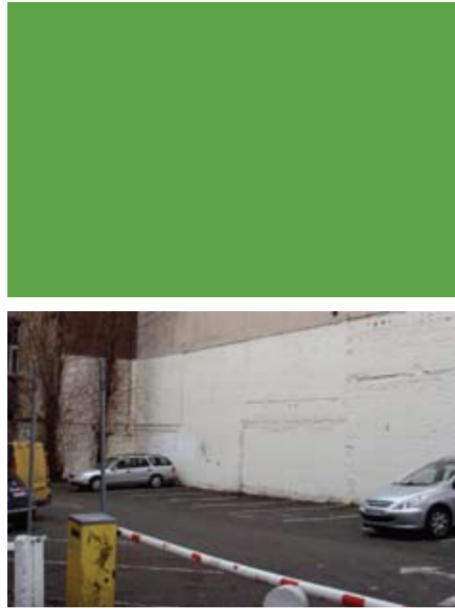
02

144 m²

With a total of 8000 hectares, the Brussels region is greener than you think. In fact, half of it is built-up, half of it green zone. Unfortunately this green zone is concentrated on the outskirts of the city, like the “Zoniënwood”. In the centre, where “de Marollen” are located, there is little green to discover. Walking through “de Marollen” is quite a grey adventure.

With this grey in mind I want to take responsibility as graphic designer and bring more green in the public space of “de Marollen”. The total population in “de Marollen” is 14.400. With the project “144 m²” I want to give every resident of the “de Marollen” a piece of green of 10cm by 10cm, which means that there is a total need of 144m².

During the walk through the neighbourhood you will discover several public spaces where you will be exposed to a painted green surface. These graphical interventions literally represent the 144 m² of donated green space.



MarolMessenger
Frea Mathijssen
www.freamathijssen.be

Location
Parking Kapucijn
Kapucijnestraat, 1000 Brussels
and other hidden places in “de Marollen”
(map nr. 02)
Open: 7 days a week, 24 hours

03



The Social Elevator

The elevator functions like a gateway between two city cultures, “de Marollen” and the “Louiza” district. For some a practical improvement, for others the end of “de Marollen”. Whatever your opinion on the matter, this new landmark stands out tall, alienated from the rest of “de Marollen”, but hardly noticeable from the “Louiza” district. In my opinion this constitutes a new social symbol between the so-called “high” and “lower” class.

With my “Social Elevator” signalisation project, I’d like to make people reflect on this topic.

MarolMessenger
Tanguy De Muynck

Location
Elevator
Minimienstraat/Zwaardstraat, 1000 Brussels
(map nr. 03)
Open: 7 days a week, 6am–12pm

04

Object Modelé

Every day we come into contact with objects, some of us even more than with other people. They are a part of our life, even of what we represent. That’s what makes them subject of the changes and evolutions in people’s lives. If the interest shifts, or the object loses its functionality, we get rid of it. That’s how many objects end up in the garbage, some get reused and others find their way to the flea market in “de Marollen”.

Every day the stallholders on the “Place de jeu de balle” / “Vossenplein” flea market — the vibrant centre of “de Marollen” — try to sell their second-hand objects to the interested. At noon they pack up and go home. But they don’t leave the square empty: a lot of objects that are broken or unsellable are left behind.

In our project “Object Modelé” we want to show you and the people living in “de Marollen” that there is still a possibility to make something new of those rejected objects. You only have to see the potential in it. That’s an aspect that we as graphic designers have to keep in mind as well. Our role as graphic designers is to be innovative, creative, and to see possibilities/potential in different aspects that surround us, to communicate with. We want to show those new possibilities with those “lost” objects and elements in a communicative, funny and graphic way.



MarolMessenger
Veerle Deschuyffeleer
www.veerledeschuyffeleer.be
Marieke Crabbé
www.mariekecrabbe.be

Location
Window (vitrine)
Reebokstraat 11, 1000 Brussels
(map nr. 04)
Open: 7 days a week, 24 hours

05

De Mèt

“de Vossenmarkt” is a square in the centre of “de Marollen”, famous for its flea market. Every day from 7 am until 2 pm, the square transforms itself into a second-hand “supermarket” where stallholders try to sell all kinds of products — from hidden treasures and other curiosities to everyday objects. In other words: you can find everything your heart desires at “de Vossenmarkt”.

But it’s more than just a place to buy things: it’s a vibrant meeting place where art lovers, collectors and eco-minded people can recycle and reuse forgotten objects, and in that way question our mass-consuming society.

As an eco-minded graphic designer, I can only support this way of shopping, and with this project I want to promote “de Vossenmarkt” to a broader public, by showing them what a great place it is and informing them of what it has to offer.



MarolMessenger
Sanne van den Oord
www.flickr.com/photos/pandasign

Location
Fleamarket
Vossenplein/Place de jeu de balle
(map nr. 05)
Open: 7 days a week, 24 hours

06



Private/Public Property

“De Marollen” is a district with a small border between public and private.

Intimate possessions wind up on the streets as garbage or get left behind from the famous flea market. That same street is also the home for many homeless. They eat, sleep and simply live in it. That’s how we got the idea of bringing the most intimate space to the most public, the streets. At “Hoogstraat 295” you will find a movie in the window where you see our interpretation of the thin line between private and public.

MarolMessenger
Belinda De Bruyn
www.behance.net/belinda
Elke Broothaers
www.elkebroothaers.be

Location
Window (vitrine)
Hoogstraat 295, 1000 Brussels
(map nr. 06)
Open: 7 days a week, 24 hours

07

Imaginez...

Looking at tower blocks like the ones in the “Pieremansstraat”, its entrances filled with masonry and the enclosed deserted public square, brings along a feeling of anonymity. We look at these blocks as being characterless boxes, while on the inside there is a large and interesting variety of residents.

With our project “Imaginez...” we want to break out of this feeling of anonymity and make the environment welcoming again for both residents and passers-by.

This by means of one simple question: “Imaginez... what would you like to see unfold on this square?”



MarolMessenger
Jana Keppens
www.flickr.com/photos/janakeppens
Tessa Persoons
www.flickr.com/photos/31234850@N02

Location
Square between building blocks
Pieremanstraat, 1000 Brussels
(map nr. 07)
Open: 7 days a week, 24 hours

08



Marollen Safari

Biodiversity is the variety of life and its processes.

Because of urbanization, biodiversity — and animal life in particular — is to a great extent lost, and with it our feeling for the animals.

Still we can discover a variety of graphical representations of animals that used to live in “de Marollen”. There are different ways these animals are represented; painted on windows, used as sign boards or in the form of street art. In the “Marollen Safari” you will go on an adventure to look for those animals. In total there are 10 hidden animals. Find them and learn more about every animal!

With this safari I, being a graphic designer, want to establish awareness of the animals that are disappearing or have disappeared in “de Marollen”. Not only is this an informative walk, it is also entertaining and therefore appropriate for a younger audience.



MarolMessenger
Eveline Meijering
www.evelinemeijering.com

Location
Different locations in “de Marollen”
indicated on the map,
see other side, with letters A–J
(map nr. A–J)
Open: 7 days a week, 24 hours