

# Keep Employee Handbook.

The employee manual for a company you're not sure you want to work for.

This is Keep's first opportunity to establish the visuals and the feeling we want people to associate with us. The whole thing still runs off the "hiring" gag, but this time, the person reading it is given the perspective of being hired.

Office aesthetics have been done 10,000 times before, so it's really our taste and direction that will set this apart.

Percussionist Andrés Navarro does not conform to the general picture of a classical musician. He is particularly fond of the avant-garde (or rear-garde) of the fifties and sixties. Instead of limiting himself to the interpretation of scores he is looking for a space to fully realize his potential as a human: room for error, pause to breath, chance to improvise, time to be. In June Navarro will play his graduating recital in the MIRYconcerthall. He is also the odd man out at the Gentse Vleugels festival, curating a concert that will celebrate the Fluxus legacy.

## What Andrés says:

GRADUATION  
CONCERTS CLASSICAL MUSIC  
12.06.19—27.06.19  
MIRYCONCERTHALL

but as a way of living in time,  
this time, the time of man, communication, cities,  
the outside world...

These are some of the concepts which move me, turning them into music by means of objects, voice, electronic sound, noise... To show the identity of the contemporary being is one of my principles as an artist. Trying to collect the elements of current life in one single percussion concert, takes a huge variety in timbres, instruments and genres. From the use of objects in Cage or Wolff to highly technical instrumental pieces by Iannis Xenakis or López López, and let's not forget the voice and body in composers such as Vinko Globokar and the importance of time in Morton Feldman or Erik Griswold."

### What the booklet says:

## RECITAL PROGRAM

José Manuel López López – *El Cálculo Secreto* for vibraphone (1993)  
Christian Wolff – *Exercises 26/27* for snare drum (1988)  
Hugo Morales – *Enclosures* for cajón and electronics (2008)  
Andrés Navarro – *For Amplified Metal Plate* (2019)  
Ron Ford – *Follow thy flight* for soprano and vibraphone (2004)  
(soprano: Megan Baddeley)

What, George Maciunas, founder of Fluxus, said:

"Purge the world of bourgeois sickness, "intellectual", professional & commercialized culture, PURGE the world of dead art, imitation, artificial art, abstract art, illusionistic art, mathematical art. — PURGE THE WORLD OF "EUROPANISM"!

PROMOTE A REVOLUTIONARY FLOOD AND TIDE IN ART.

Promote living art, anti-art, promote NON ART REALITY to be grasped by all peoples, not only critics, dilettantes and professionals.

FUSE the cadres of cultural, social & political revolutionaries into united front & action.”

What the piano will say:

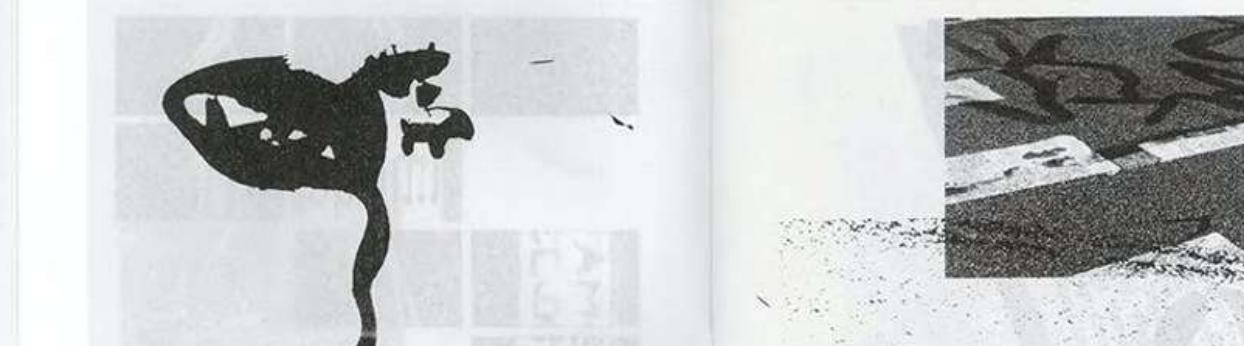
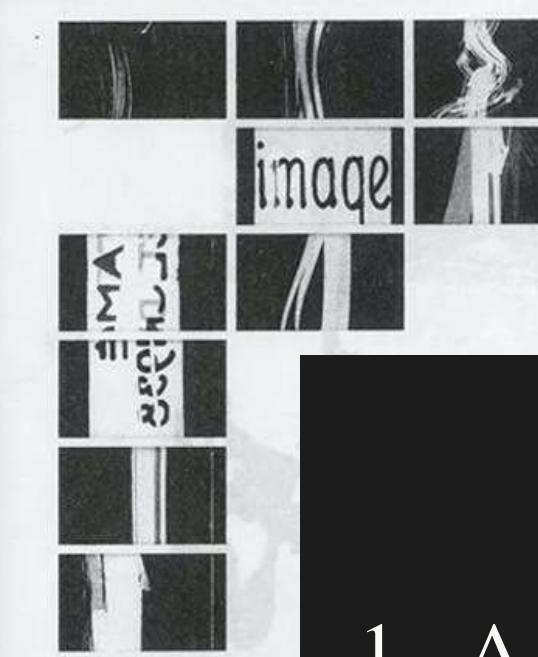
GENTSE VLEUGELS PIANOFESTIVAL  
• 20.07.19 — 28.07.19  
KANTL & MIRYCONCERTHALL  
• 25.07.19 / 15:00  
KANTL



# Layout/Editorial References

1. Heavy focus on grids + general rigidity of layouts.
  2. A level of seriousness coming through the rigidity but the content itself subverts expectations.
  3. Imagery of “around the office” shot by us
  4. Potential to bring on an illustrator for brand messaging sections.

Solarium & the bizarre behavior of the rotating islands (1972-2021 - ONGOING) 

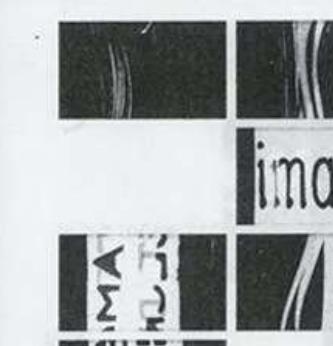


## Layout/Editorial

1. A focus on pacing through having spreads that are illustration- or photography-only, followed by type-heavy spreads. Clear separation.
2. Aggressively subtle design. The point of an employee manual is to achieve two things:

Make the person feel important by showing them what it takes to be part of the company and the scale of their responsibility.  
Get your company mission across.

This focus on purpose should come through in the design.



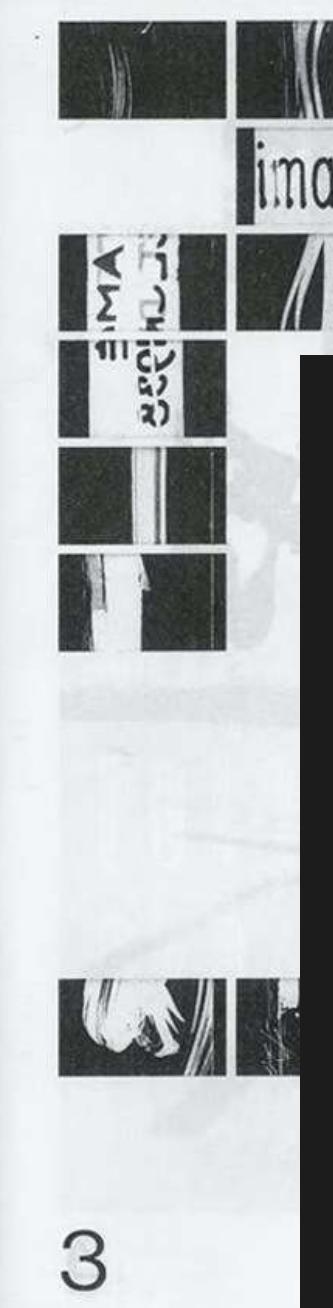
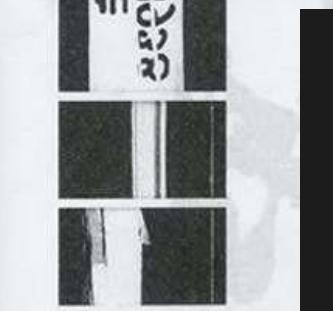
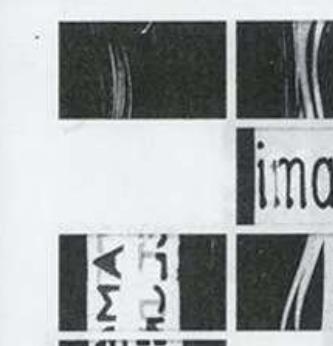
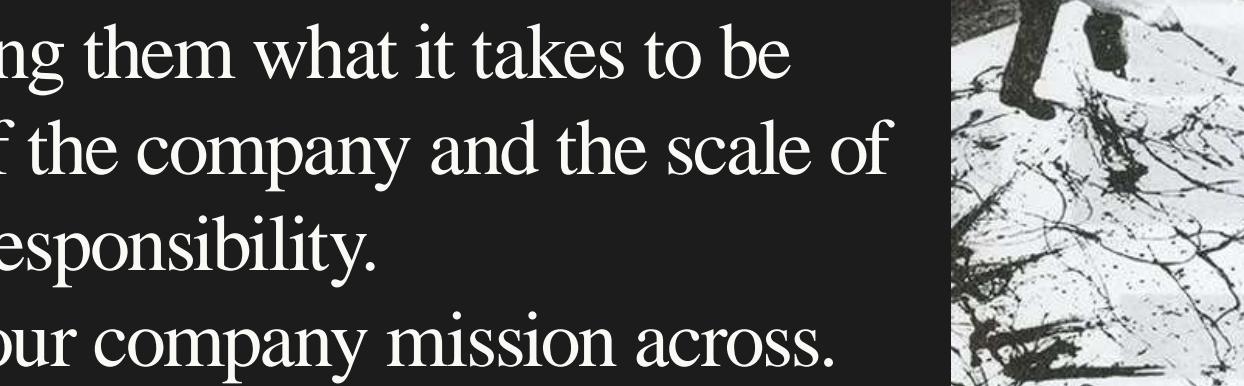
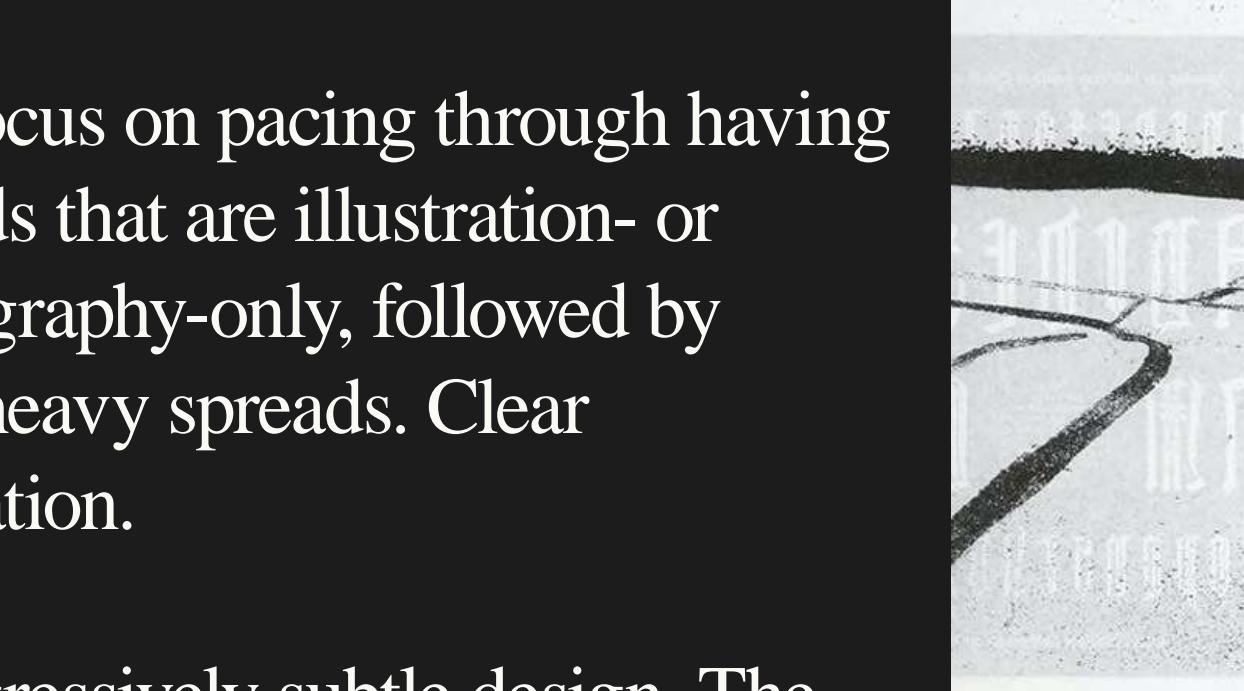
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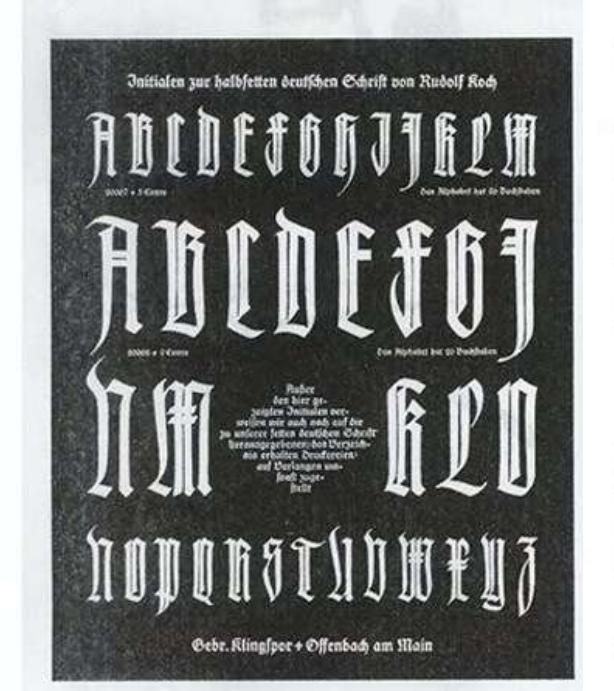
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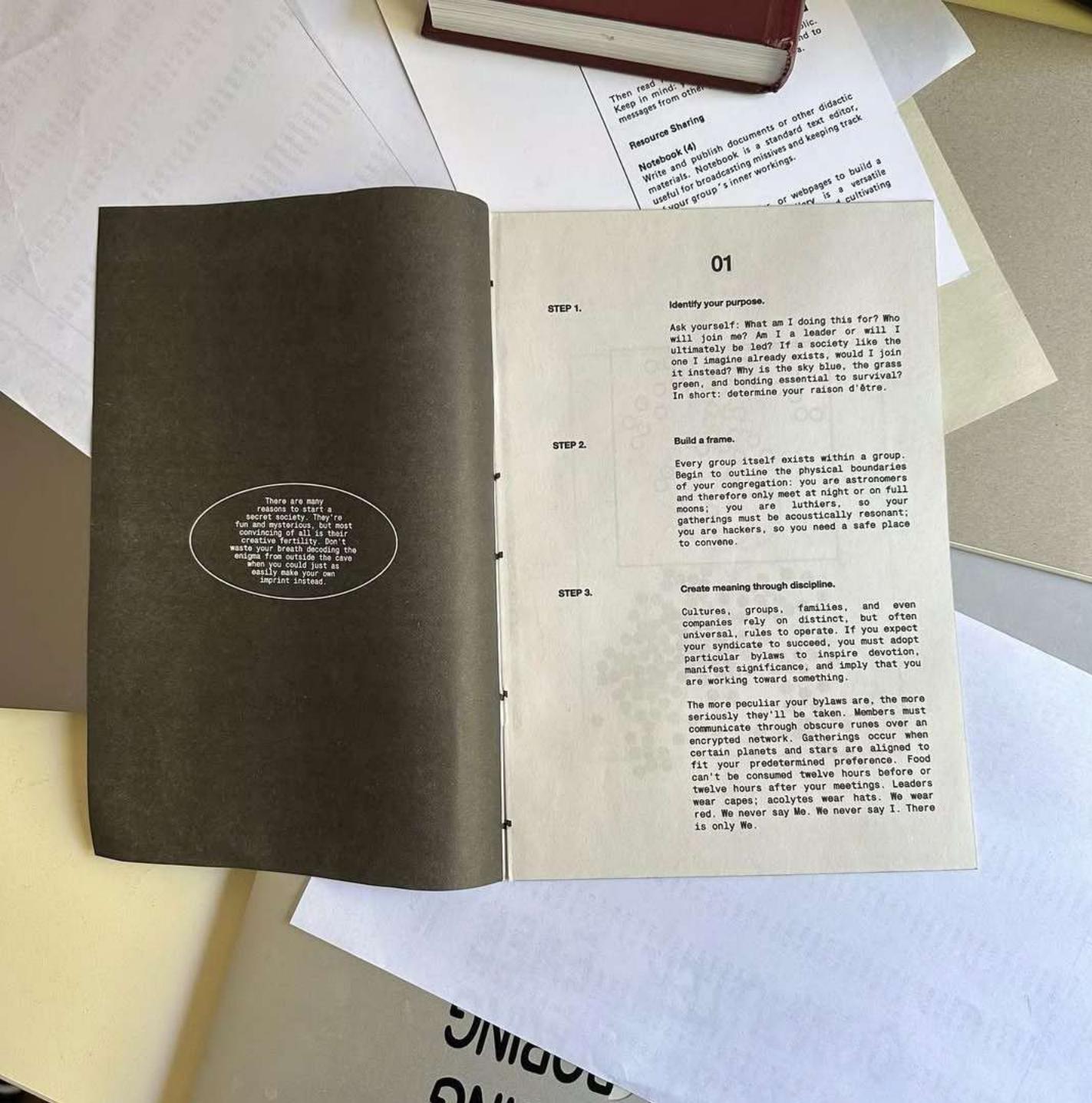
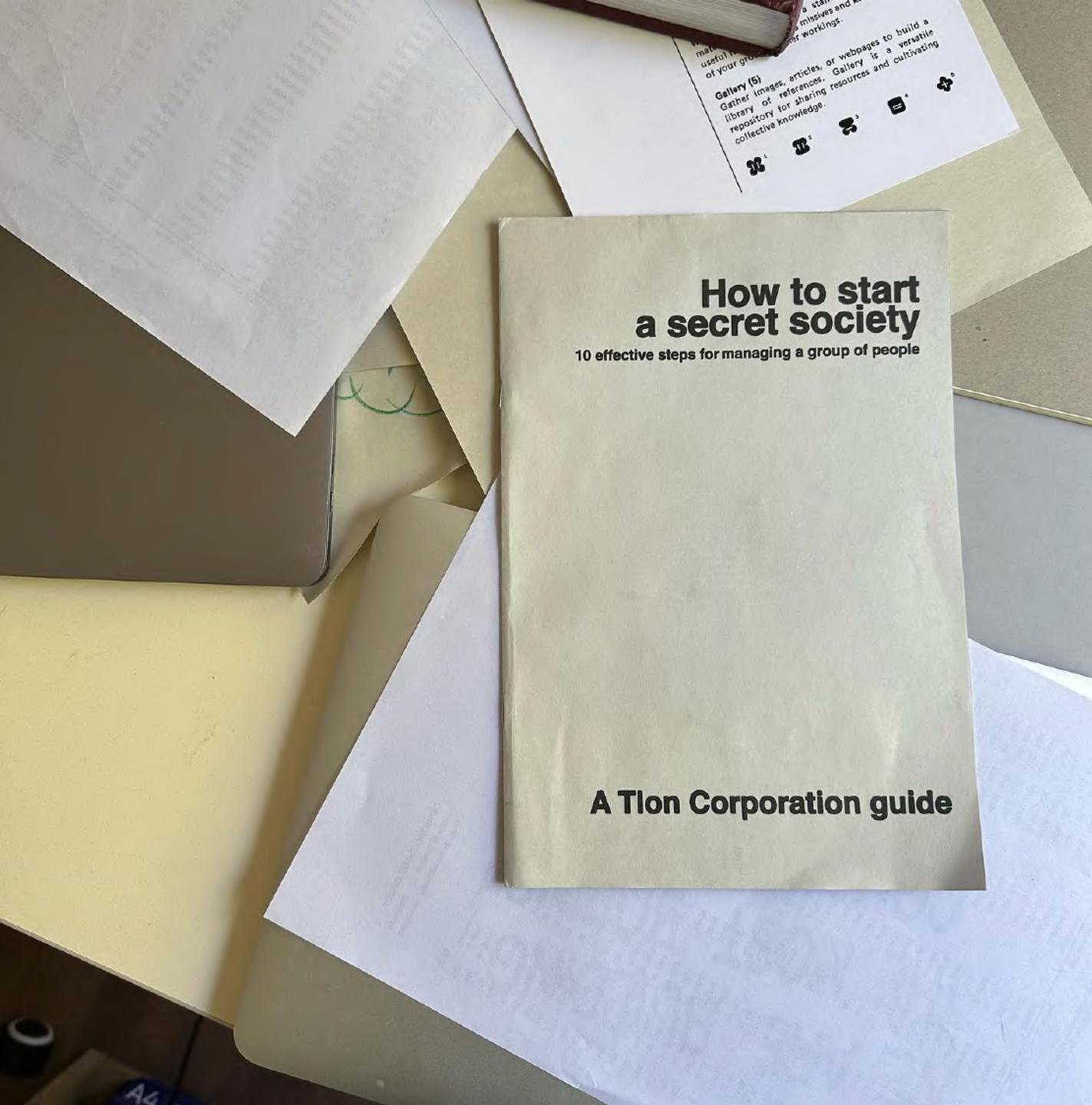
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74	OT (Wood), 2016	95	Small landscape (Daily), 2018
74	OT (Wood), 2016	96	Kreis Oldenburger Land, 2018
74	OT (Wood), 2016	97	Window painting, 2018
75	Klarsicht-wood (Wood), 2016	98	Knäul, 2018
75	OT (Wood), 2016	100	OT, 2018
75	OT (Wood), 2016	101	Rainbow, 2017
75	OT (Wood), 2016	102	Small squares, 2018
76	Lache, weiß, 2016	102	O.T. (Wood), 2018
77	Lache, schwarz, 2016	103	Palmenging, 2018
78	Mal Heur V, 2011–2016	104	Quattro Stagioni (Pola Void, Paperwork, Lupo, Daily), 2014–2018
79	Still life arrangement, 2011–2018		
80	Still life, 2016		
81	Warriors, 2017		
82	OT (Rolle Rückwärts), 2017		
83	Afterimage (Triptych VI), 2016		
84	Keilrahmen, 2017		
85	Keilrahmen mit Kreuz, 2017		
86	Afterimage (Triptych VII), 2017		
87	Square, 2017		
88	Hell-Dunkel-Malerei, 2017		
89	OT, 2017		
90	Daily II, 2017		
91	Daily I, 2017		
92	OT (Daily), 2018		
93	Daily III, 2018		

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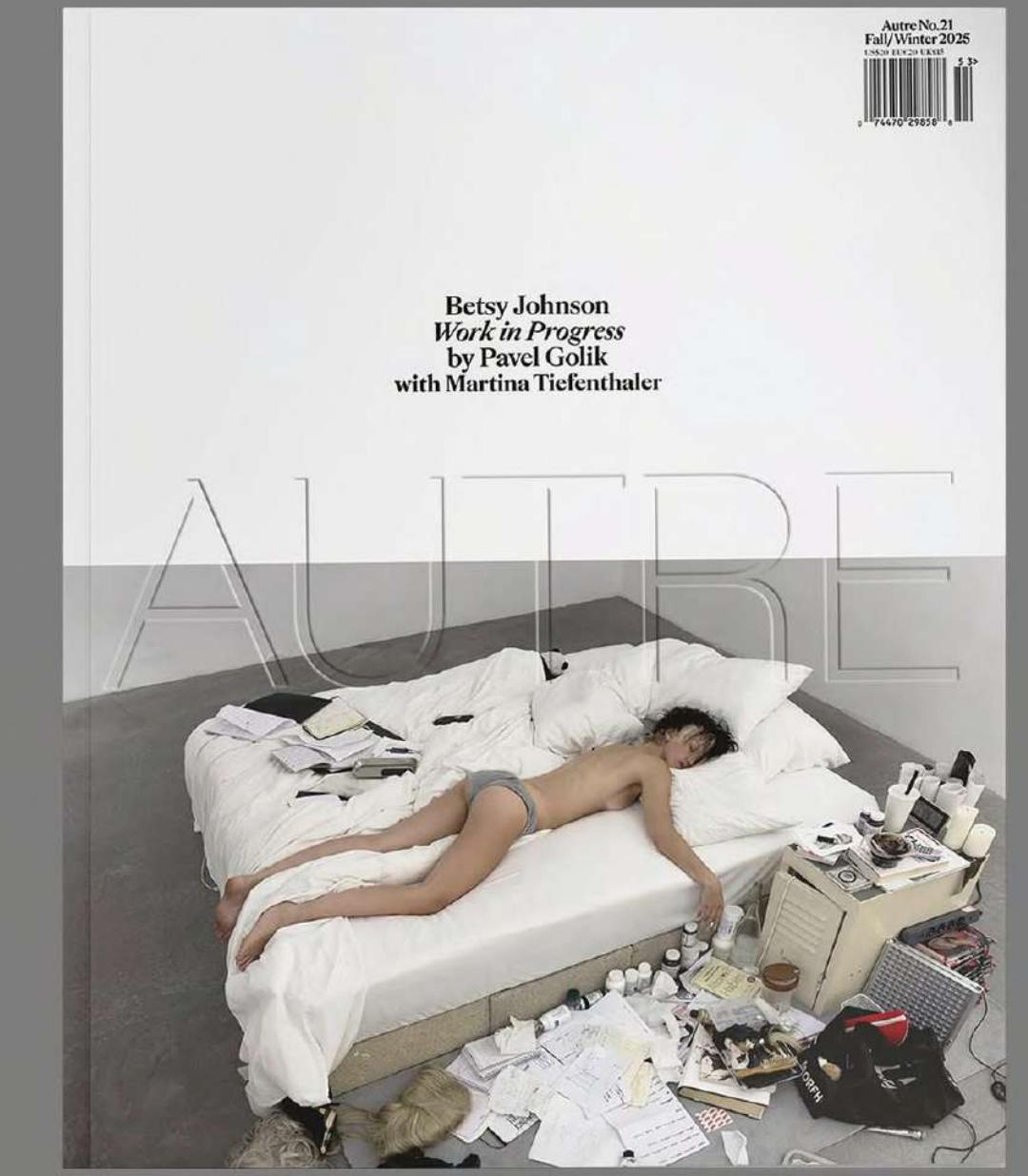
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## Art Direction

1. Paper, office wear, stationery, deadlines, timetables, breaks, smoking (bleak in general)
2. Recontextualizing the office to reflect an inconsistent dystopia that Keep lives in.
3. Viewer should walk away feeling that it's familiar, but the familiarity is wrong.



Autre No.21  
Fall/Winter 2025  
Cover design: Pavel Golik  
Barcode: 978-3-94620-53-3

Betsy Johnson  
*Work in Progress*  
by Pavel Golik  
with Martina Tiefenthaler

# Form

Size:	165 × 240 mm (Portrait)
Cover:	270 gsm uncoated, low sheen
Inside:	115–130 gsm silk
Binding:	Singer Sewn Binding
Page Count:	Under 64 pages

## 1. Welcome & Mission

*Company purpose and introduction  
Sets tone and stakes for the reader*

## 2. “Words from our Star Employee”

*Interview posed as advice from someone  
who is deep in the company culture/specialist*

## 3. Visual Impact Spreads

*Full bleed illustration and photography  
spreads*

*Breaks up dense content (Potential to  
include product?)*

## 4. “Advice from the District Manager”

*Another interview*

## 5. ARG / Interactive Section

*Undecided at the moment but something  
linked to a microsite that would live on the  
Keep Magazine site?*

## 6. Essay

*Web design. Resurgence of 1.0 Websites  
Company culture guidance*

## 7. Leadership Voices

*Interviews with CEO (Madani and  
Kenta)*

*Showcases culture, personal insights  
and vision*

## 8. Closing & Extras

*Reflections, keep tone thank you, and  
credits*

# Content

## Sources:

- Betsy Johnson
- Pavel Golik
- Romina Malta
- Francisco Montes

## The Goal

1. To seem corporate from afar, but once you look closer, you realise something else is happening here.
2. To infiltrate as many spaces as possible with this physical piece. Conversation is so important to me, and this is a way to spark it.

Thank you.