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AVEC

By CAROLINE ROBERTS

17 December 2009



With a lead time of a whole year and a brief looser than a pair of your Granny's bloomers, If You Could has grown from a modest student-run event into a full-blown Lottery-funded extravaganza for "the finest creatives from all over the world to question their conventional working methods and outcomes".

This year it's all about the 'C' word. Yup, collaboration. Design agency Praline has decided to join forces with The Model Shop to create a project which has evolved "from architectural floor plans to font, from font to model, from model to 3D letters, to photographs, and to text". Phew. The Model Shop usually works with architects, but has worked with Praline before on the Richard Rogers + Architectes exhibition at the Centre Pompidou in 2007, for the Design Museum, and the Caixa Forum in Barcelona and Madrid.

Floorplay is the font which is inspired by building floor plates, and some of these letters have been made into 3D models which spell out the word AVEC (French for 'with', and opposite of 'sans' which means 'without' for those of you who didn't pay attention at school). The project has many different 2-D and 3-D elements, including a downloadable font, laser-cut letters, photographs and a neon sign. We can't wait to see the results...

If You Could Collaborate

14-23 January 2010

www.afoundation.org.uk

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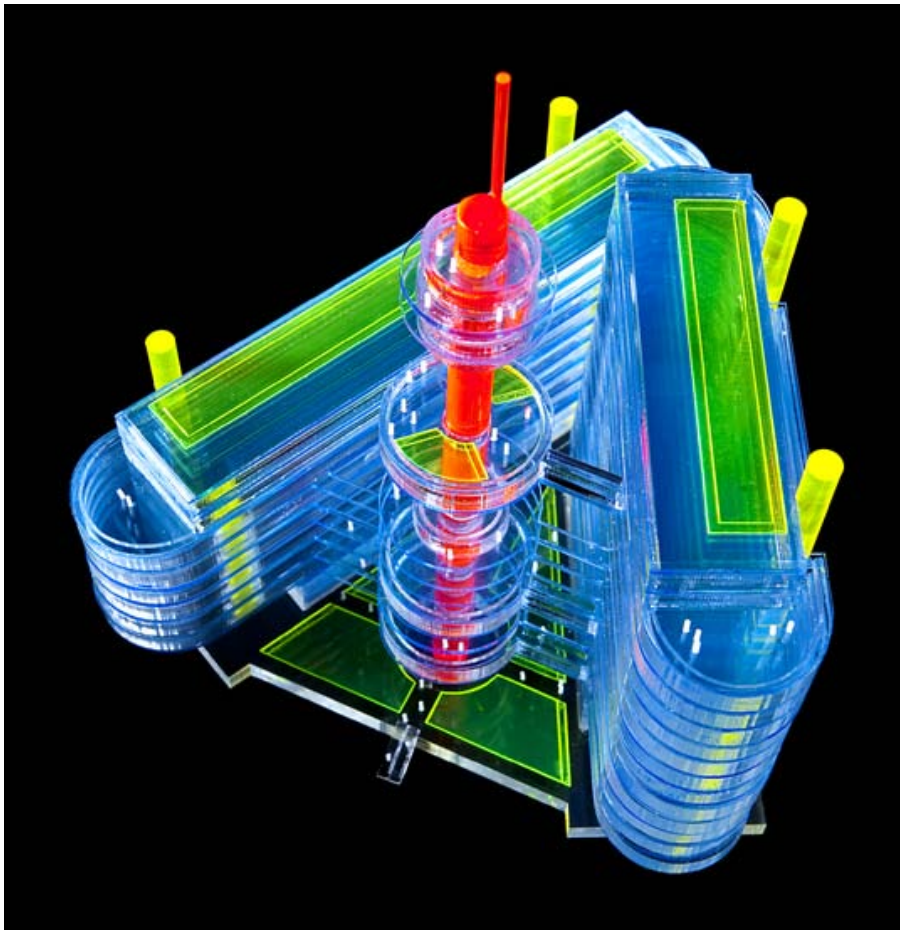
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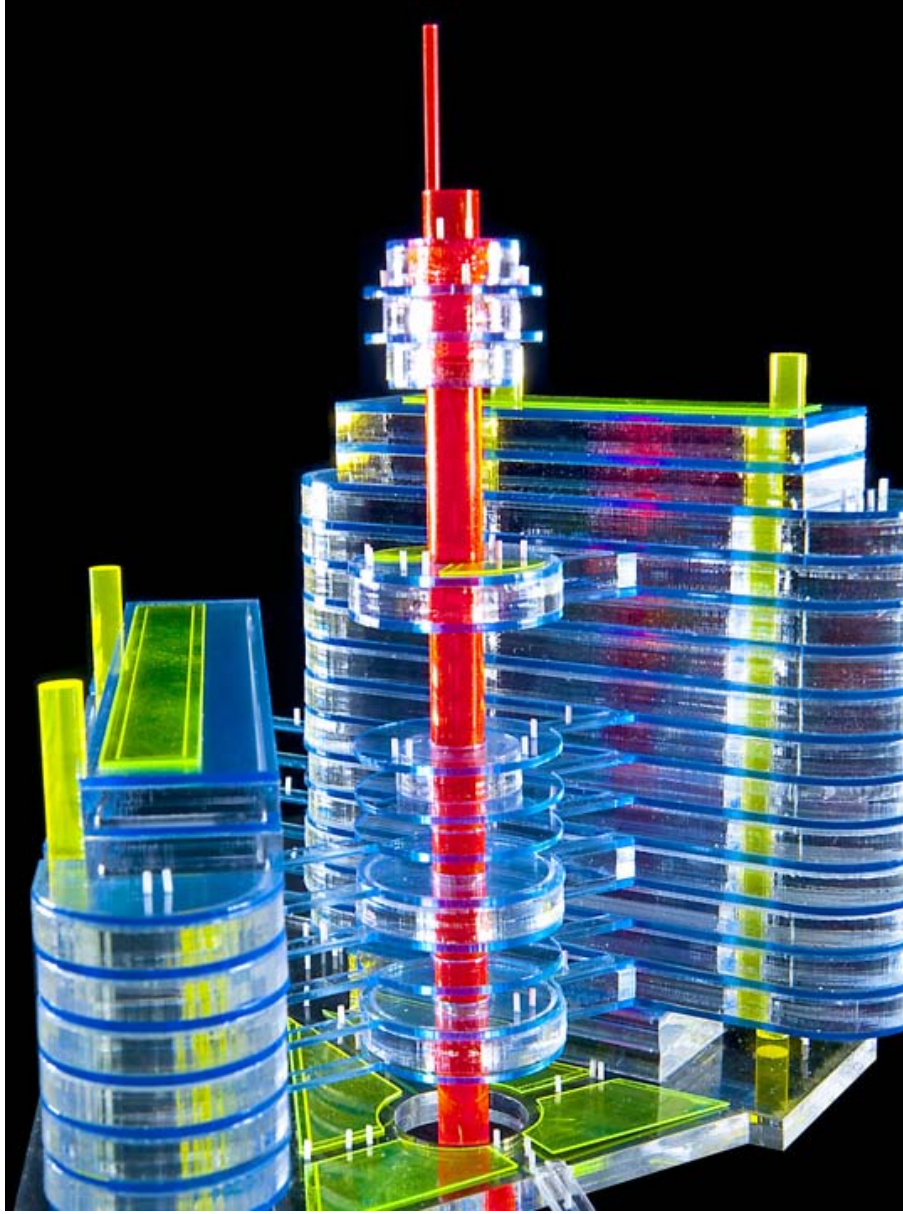


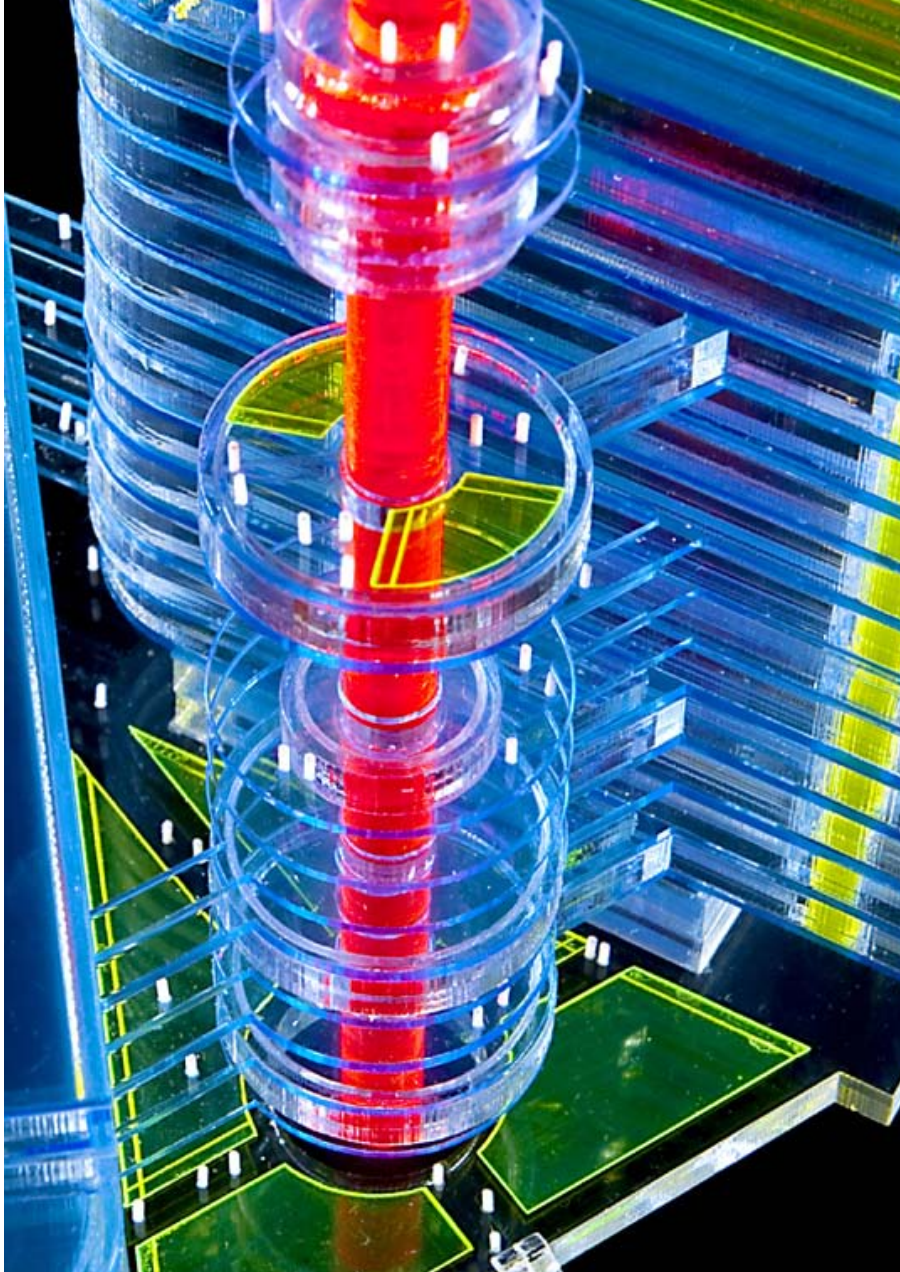
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