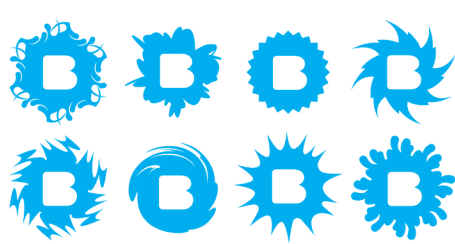**DMITRI SIEGEL** Urban Outfitters Blog, 2008. The UO blog is the first horizontal scrolling blog in the history of the internet. It compiles brand inspiration from around the world that can be easily filtered by city or keyword. Siegel designed the site to emphasize the uniqueness of authentic local "scenes," attempting to subvert the homogenizing tendency of many digital social networking sites. Blog formats like this illustrate what Siegel terms "postsumerism—the simultaneous production and consumption of content."
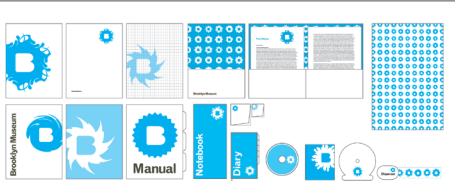
Logotype
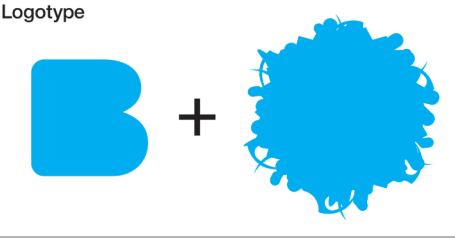
Logotype Variations

MICHAEL ROCK Identity for the Brooklyn Museum, 2004. Rock's Brooklyn identity, designed by his firm 2x4, is an early example of flexible logo systems that have since become popular. Such variable systems take full advantage of the multiple digital media now at play. Although some core visual remains consistent in such systems, the identity itself includes variable elements. The sharp contrast between the static controlled logos of twentieth-century designers like Paul Rand and new dynamic identities reflect the changing aesthetic emphasized by media theorist Lev Manovich.

Print Collateral
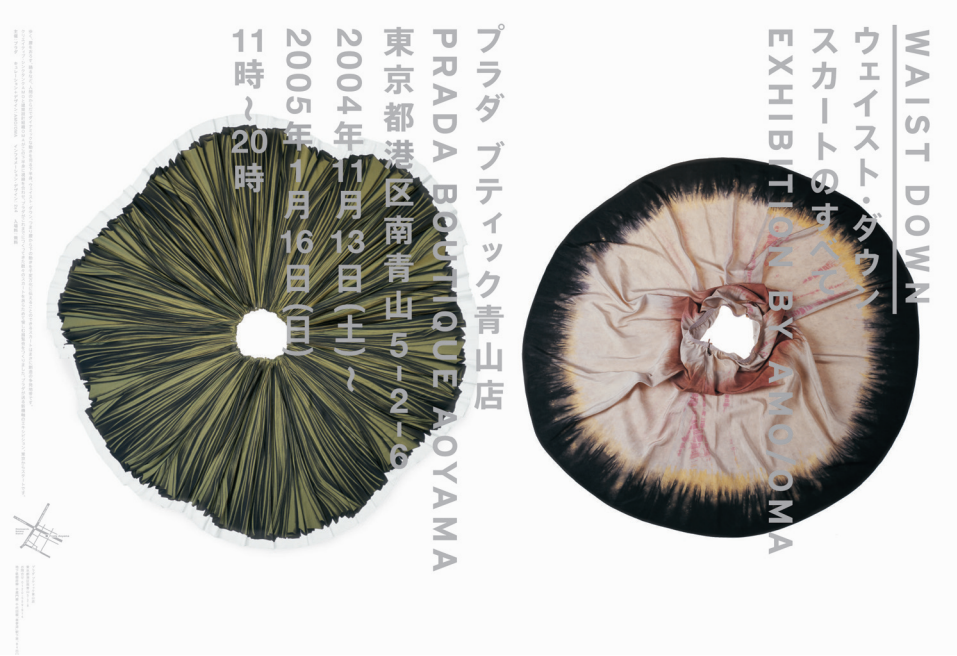
MICHAEL ROCK Poster from Waist Down, a traveling exhibit originally sited in the Prada Tokyo Epicenter, 2004. Rock's firm, 2x4, worked with exhibition designers at OMA-AMO to develop the exhibit and all collateral materials. Simultaneously working in Rotterdam, Milan, New York, and Tokyo, 2x4 took full advantage of the current global working climate. Such work demonstrates the kind of collaboration for which Rock is known.