

# Ken Garland's challenge

## The First Things First Manifesto

! Made designers shift the way that the design community approached aspects of their profession.

good Point!

Written in 1963 and published in 1964 by Ken Garland along with 20 other designers, photographers and students, the manifesto was a reaction to the staunch society of 1960s Britain and called for a return to a humanist aspect of design. It lashed out against the fast-paced and often trivial productions of mainstream advertising, calling them trivial and time-consuming. Its solution was to focus efforts of design on education and public service tasks that promoted the betterment of society.

← design ALWAYS looks into the future

The influence of the manifesto was quick to reach a wide audience. It was revisited and republished by a group of new authors in the year 2000 and labeled as the First Things First Manifesto 2000. ← CHECK OUT

# MANSA SALVA

WITH ALTERNATES

AAA BBB CCC DDD EEE FFF GGG HHH I II  
JJJ KKK LLL MMM NNN OOO PPP QQQ RRR  
SSS TTT UUU VVV WWW XXX YYY ZZZ

FOR A HAND-WRITTEN FEEL

aaa bbb ccc ddd eee fff ggg hhh iii jjj kkk lll mmm nnn  
ooo ppp qqq rrr sss ttt uuu vvv wwww xxx yyy zzz  
{111}222|333/444=555[666]777-888+999(000)

Ngā Whakataukī, Ngā Whakatauākī

Ka mate kāinga tahi ka ora kāinga rua.

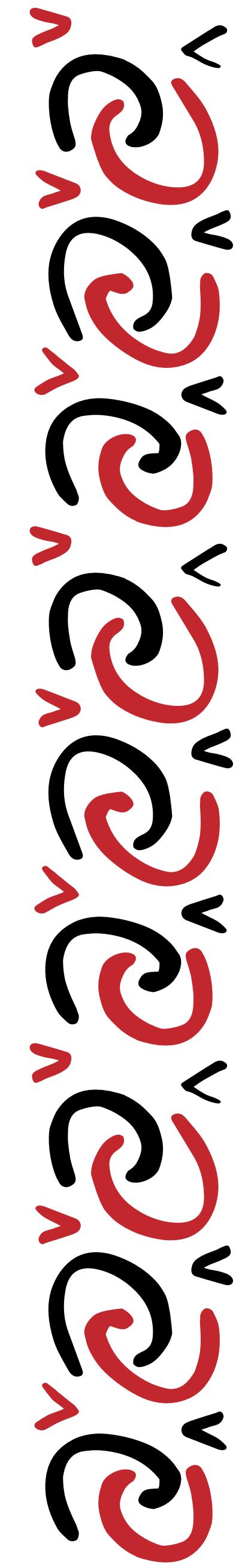
E mua kaikai, e muri kai huare.

Toitū he kāinga, whatu ngarongaro he tangata.

Waiho ma te tangata e mihi, kia tau ai.

He iti hoki te mokoroa nāna i kakati te kahikatea.

Ngaro atu he tētēkura, whakaеke mai he tētēkura.



# Somewhere...

La mer  
Au ciel d'été confond  
Ses blancs moutons  
Avec les anges si purs

La mer  
Bergère d'azur  
Infinie

- ✓ Go to a concert
- Go camping
- Ride a rollercoaster
- Play an instrument
- ✓ Start driving
- ✓ Visit another country
- ✓ Give a speech
- Learn another language
- ✓ Meet an idol
- ✓ Win a trophy
- Climb a mountain
- ✓ Learn to cook
- ✓ Explore a cave
- ✓ See a volcano
- ✓ Have a long relationship
- Get dumped
- Sign a contract
- ✓ Get a job
- Get fired
- Vote in an election
- ✓ Switch careers
- Buy a house
- ✓ Get engaged
- Teach your kid to walk

# MANSALVA

AAA BBB CCC DDD EEE FFF GGG  
HHH III JJJ KKK LLL MMM NNN  
OOO PPP QQQ RRR SSS TTT UUU  
VVV WWW XXX YYY ZZZ

aaa bbb ccc ddd eee fff ggg hhh iii jjj  
kkk lll mmm nnn ooo ppp qqq rrr sss ttt  
uuu vvv www xxx yyy zzz



Script font with alternates to  
make your lists look handwritten!

# TODOS SOMOS TRIPULANTES

Toitū he kāinga, whatu ngarongaro he tangata

Ma lō'ihi nō ho'i kekahi o nā mele kahiko, e like ho'i me ke kumulipo

the land remains, the inhabitants are gone

âmes héroïques «Émoticône» étrangère

Uu tu'u ma'a, a e ma'a i a'au

# SPACESHIP EARTH



3.000 km in 10 days

MANSLV / WITH ALTERNATES

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777-888+999(000)

mansalva with alternates

A U A  
A N S

A wide-angle photograph of a sunset over a body of water. The sky is filled with dramatic, orange and yellow clouds. In the background, dark silhouettes of mountains are visible across the water. In the foreground, the dark silhouettes of several people are sitting on a grassy bank, looking out at the water. The overall atmosphere is peaceful and contemplative.

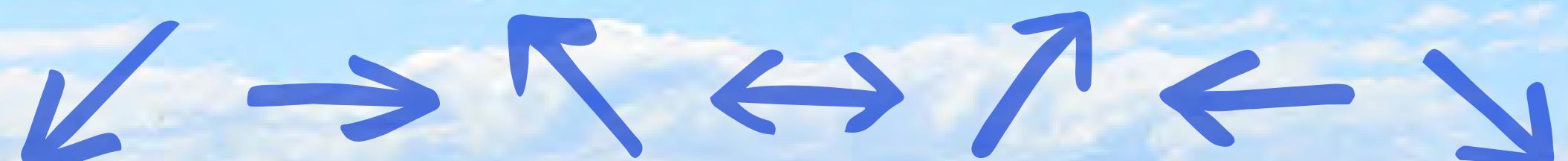
ENJOY THE LITTLE THINGS IN LIFE

MANSALVA / WITH ALTERNATES

A A A B B B C C C D D D E E E F F F G G G H H H I I I  
J J J K K K L L L M M M N N N O O O P P P Q Q Q R R R  
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ManSalva with alternates



→ 2021 ← Summer

MANSALVA / WITH ALTERNATES



**SAN MARTIN DE LOS ANDES**

Patagonia – Argentina

MANSALVA / WITH ALTERNATES

ALL  
DENIM

33%  
OFF

FROM 12 JANUARY  
UNTIL 4 FEBRUARY

# BERLIN STREET ART



From 18.01.21 to 25.01.21

Fondant  
flower sweets

100g € 0,95

200g € 1,75

Dutch Vruchten  
Schijfjes

100g € 0,95

200g € 1,75