



# Research & Destroy

By Daniel van der Velden

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-Gaurika Dalal



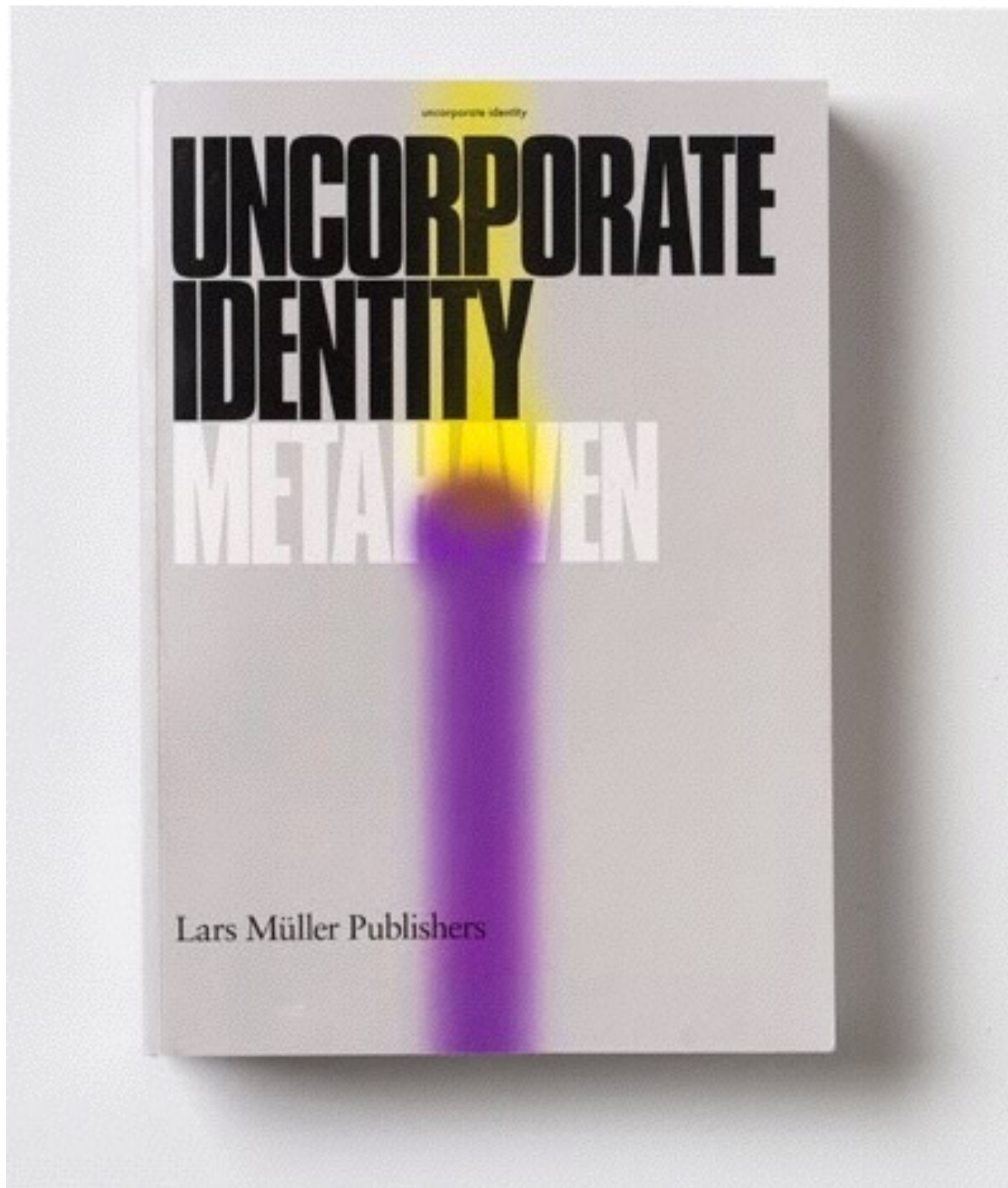
# Daniel van der Velden

- A graphic designer
- Founded Metahaven an Amsterdam-based “studio for design, research, and art” in 2007 along with Vinca Kurk.
- Kruk and van der Velden began their collaboration with a project called the Sealand Identity Project.
- Metahaven’s work has been exhibited widely.





- The sea land Identity project (2004)







RE  
SEARCH  
AND

DESTRUCT  
RESIST  
DESIGN  
DESTRUCT

# Is design necessary?

- Does your desire for Dior shoes, Comme des Garçons clothes, an Apple iPod and a Nespresso machine come from need?
- Can one survive without these things?

-We no longer have any desire for design that is driven by need.

-Something less prestigious than a 'designed' object can do the same thing for less money.

-For example The Porsche Cayenne brings you home, but any car will do the same thing.

# Graphic design – the end of the middleman

- In graphic design, every ‘problem’ is coloured by the desire for identity on the part of the client.
- What has historically come to be referred to as ‘important graphic design’ is often produced by designers whose clients considered them as equals.
- Today, an ‘important graphic design’ is one generated by the designer himself.
- The designer does not solve the other person’s problems, but becomes his own author.



# Designing as factory work

- Is a designer someone who thinks up ideas, designs, produces and sells, or someone who holds a mouse and drags objects across a computer screen?
- If designers are labourers, then their labour can be purchased at the lowest possible price.
- The real designer then becomes his own client.

# Design and negativity

- In recent years, the graphic designer has shown himself as so many different things- Artist, editor, author, initiator, skilful rhetorician, architect etc.
- The designer is his own client, who, like Narcissus, admires himself in the mirror of the design books and magazines,
- but he is also the designer who does things besides designing, and consequently further advances his profession

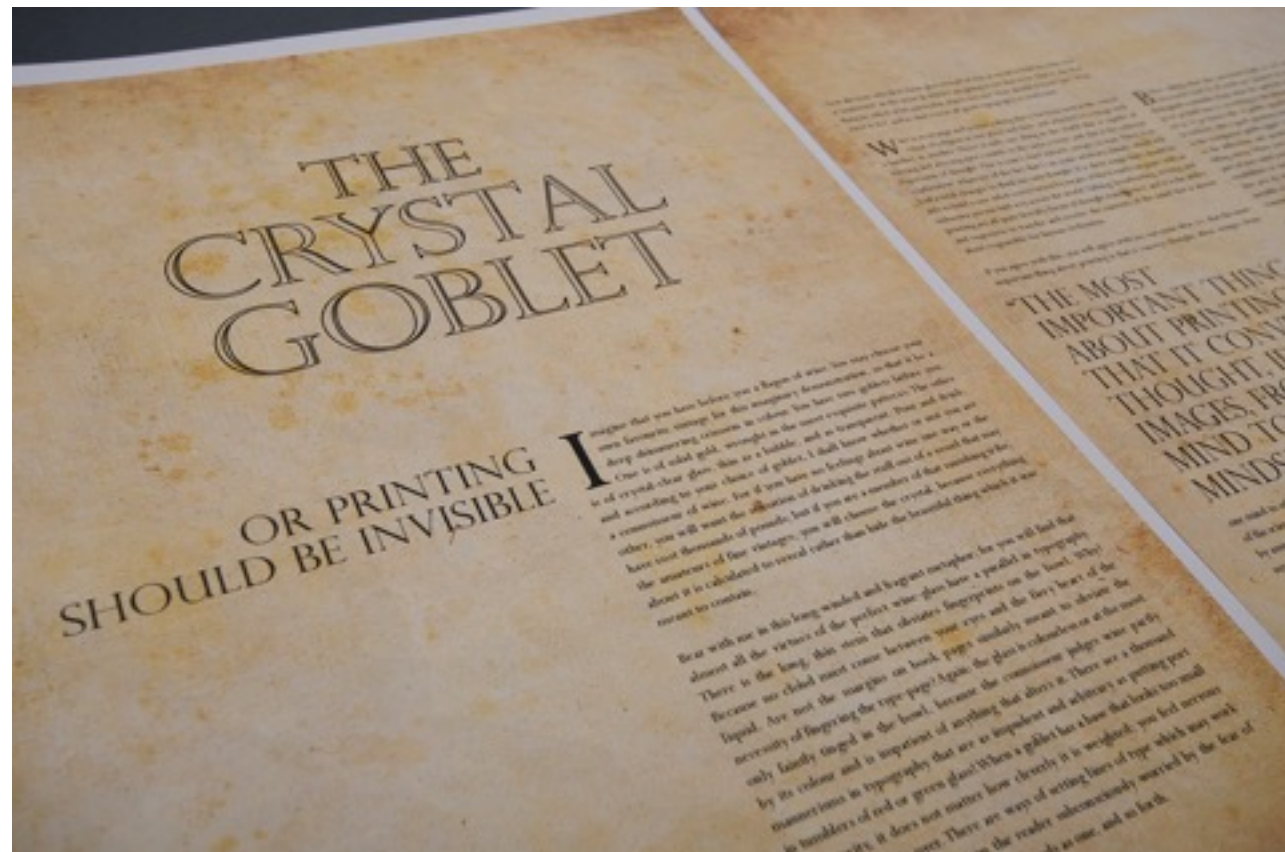
- A pioneering designer does more than just design – and it is precisely this that gives design meaning.
- For e.g., Willem Sandberg was a graphic designer, but he was also the director of the Amsterdam Stedelijk Museum.





- Is the title of 'designer' so specific?
- The answer is NO- The title is not even regulated: anyone can call himself a designer.
- The title of 'designer' is not specifically defined, but negatively defined. The title of designer exists by way of what it excludes

- Designers have an enormous vocabulary at their disposal, all to describe what they are not, what they do not do and what they cannot do.
- Beatrice Warde, who wrote the famous piece-The Crystal Goblet, impressed on designers the fact that their work is not art, even though today it is exhibited in almost every museum.



- Many designer's tales for a client or the public begins with a description of **what has not been made.**
- Making art without making art, doing by not doing, contemplating without thinking: less is more.



# Design as knowledge

- Despite the interesting depth in graphic design, its vocabulary is made up of negative terms.
- In the future, design might have to assume the role of 'developer' if it wants to be taken seriously.
- With the removal of need, the door is open to new paths. The designer must use this freedom, for once, not to design something else, but to redesign himself.

Discussion question:  
What would your thoughts be on  
the idea that “anyone can call  
himself a designer.”

Thank You!