

# After Postmodernism

**Presentiamo straordinarie poltrone d'ufficio e a parlarne abbiamo i nostri designers.**


# Knoll

What may turn ble down  
Candle lights go out.  
Waiting for the  
the plan of a secret  
Candle from unknown  
do not finish. 10/1/13

# Knoll

THE END OF  
PRINT:

**MUTAD**



THE GRAPHIC DESIGN  
OF **DAVID**  
**CARSON**

BY LEWIS BLACKWELL  
INTRODUCTION BY DAVID BYRNE

**First,  
some philosophy**



# Hegel's dialectics



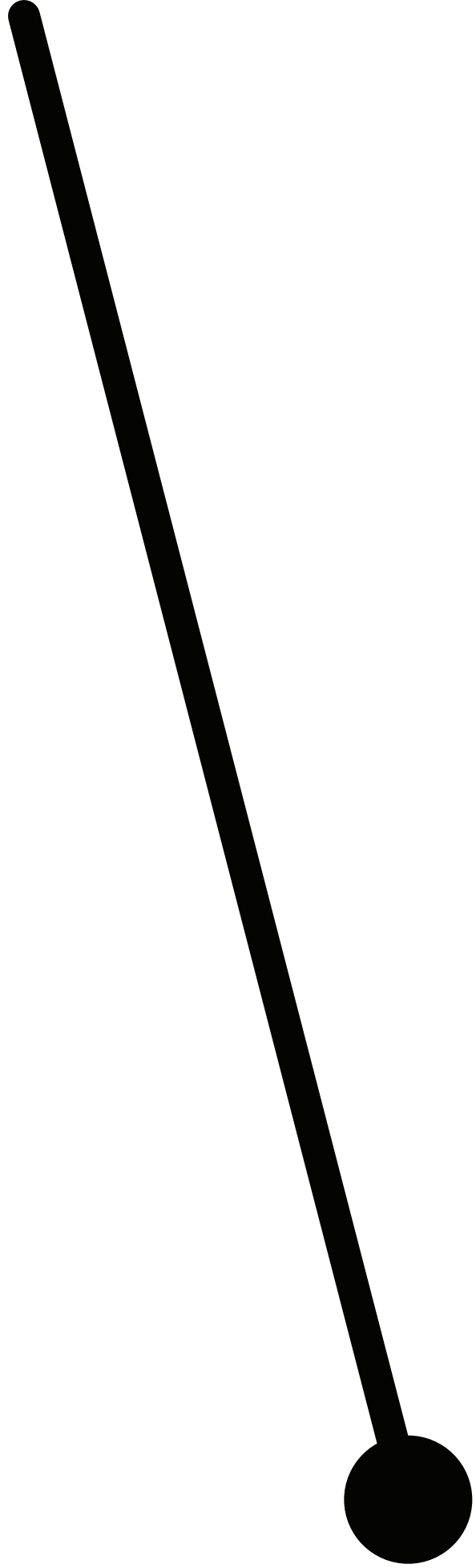


**History is heading  
somewhere.**

**Thesis**

**Antithesis**

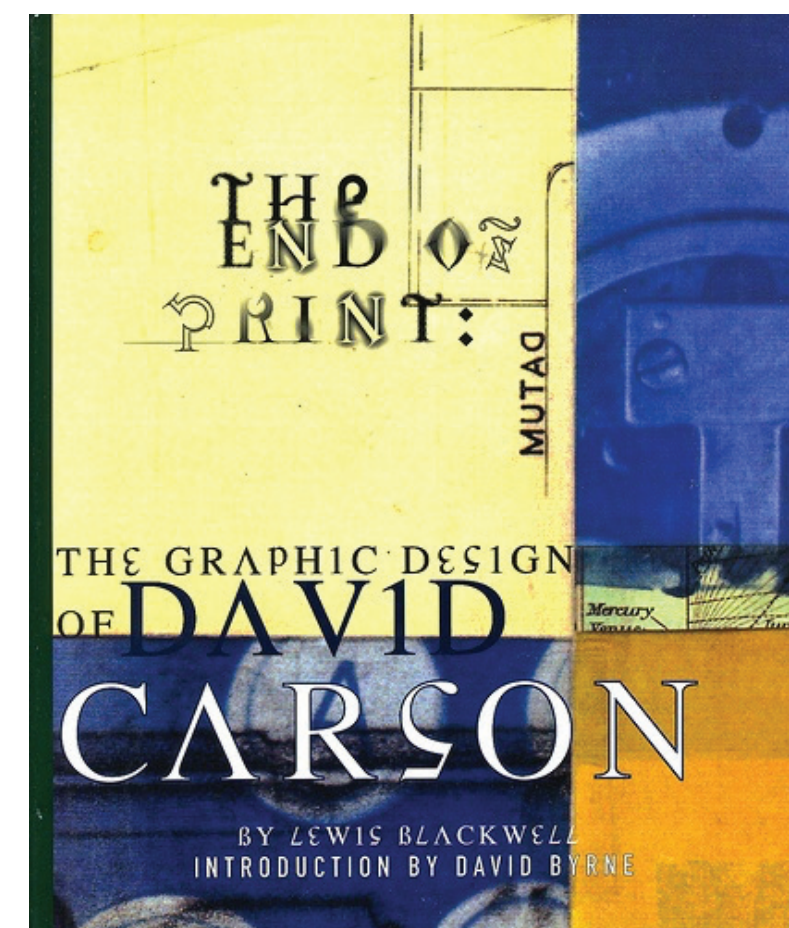
**Synthesis**



**Design history  
is a pendelum**



**Thesis**



**Antithesis**



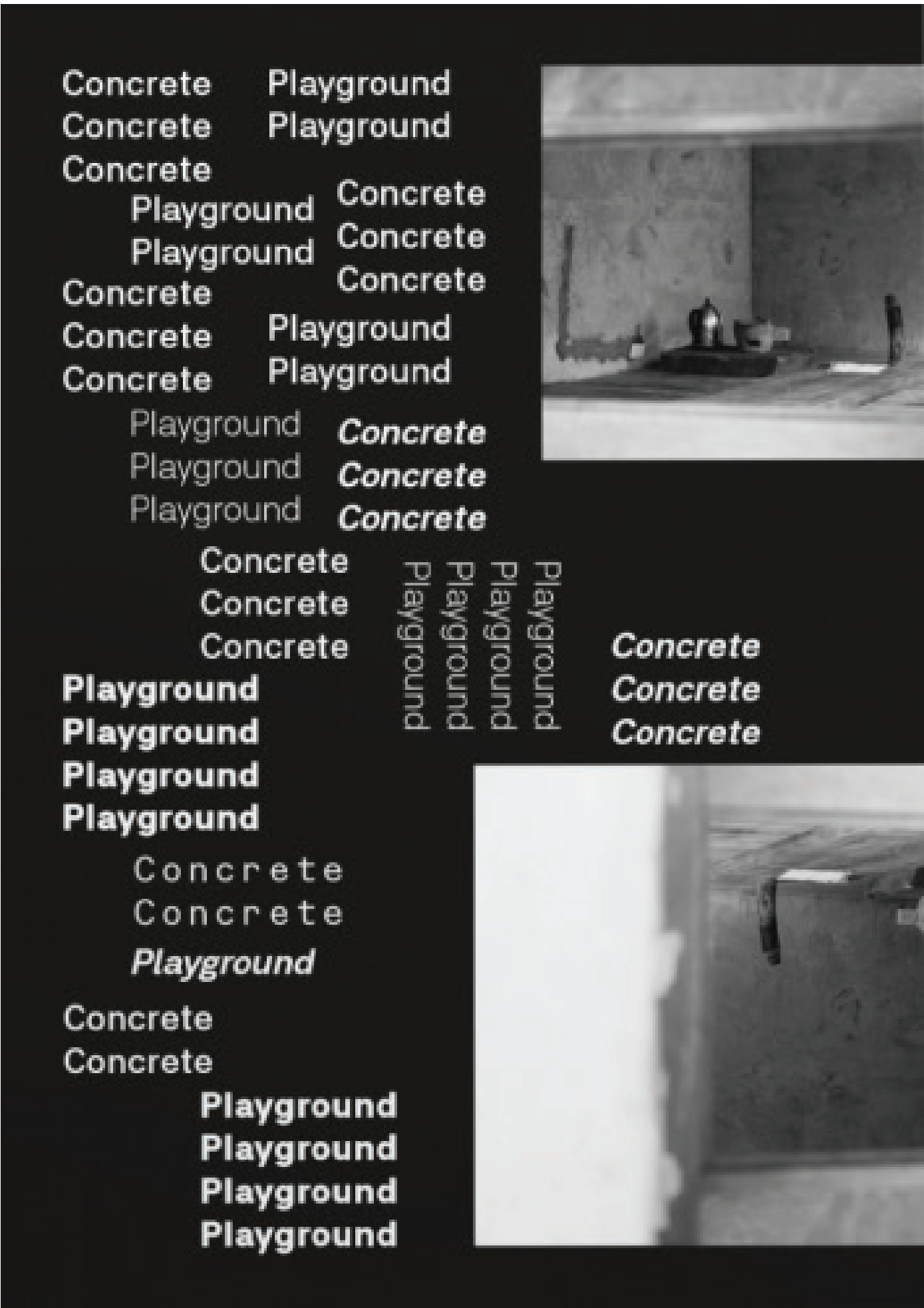
# **What is the synthesis?**

**“The Global Style”**

“What the International Style was to commercial corporations, the Global Style is to cultural institutions. It is the new typographic style of institutional art and cultural production ... Thanks to the internet it is more wide spread than the International Style ever was, and it is becoming a universal visual language on a global scale.”

—Mr. Keedy

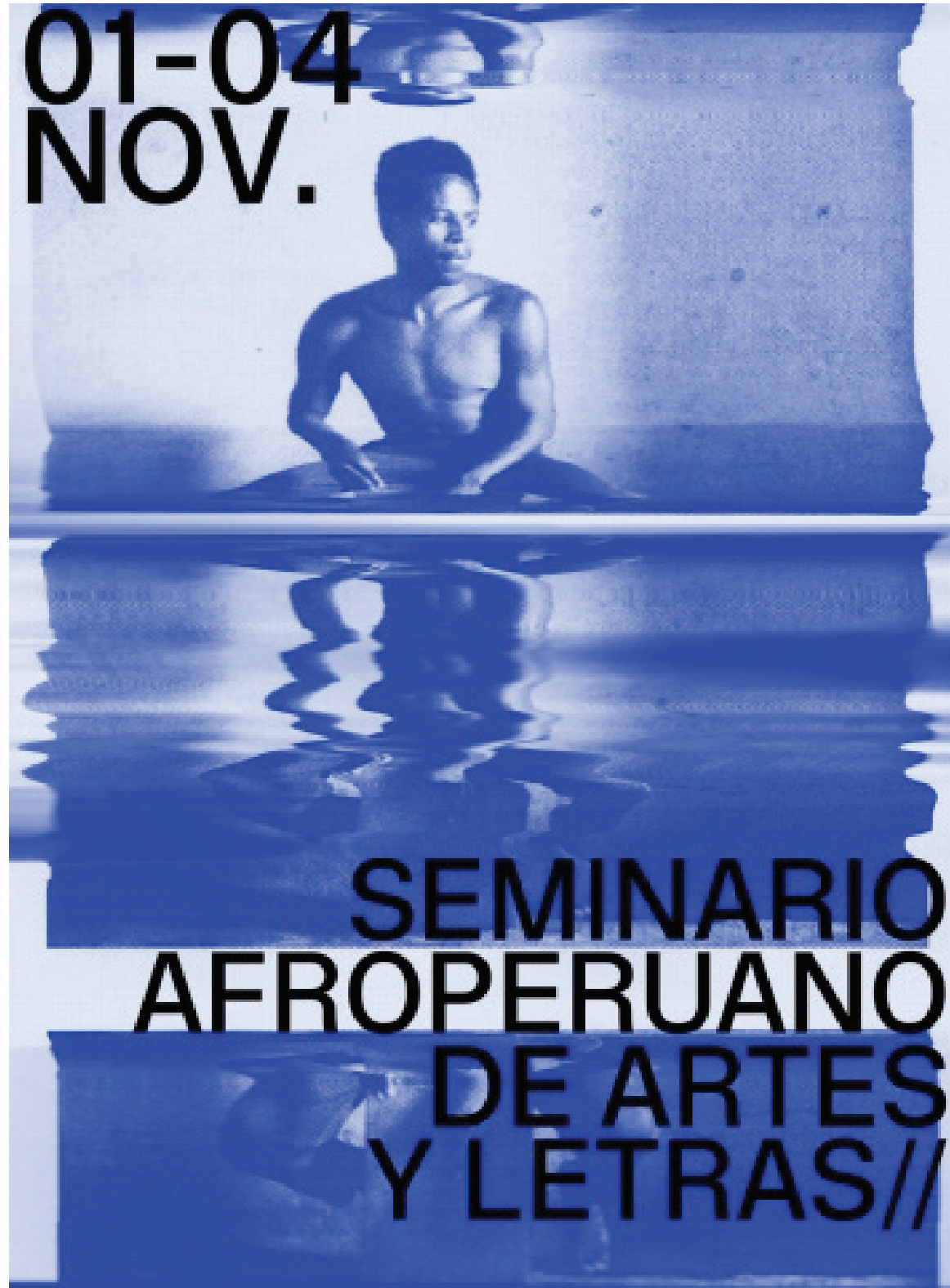




# Rotated Typography

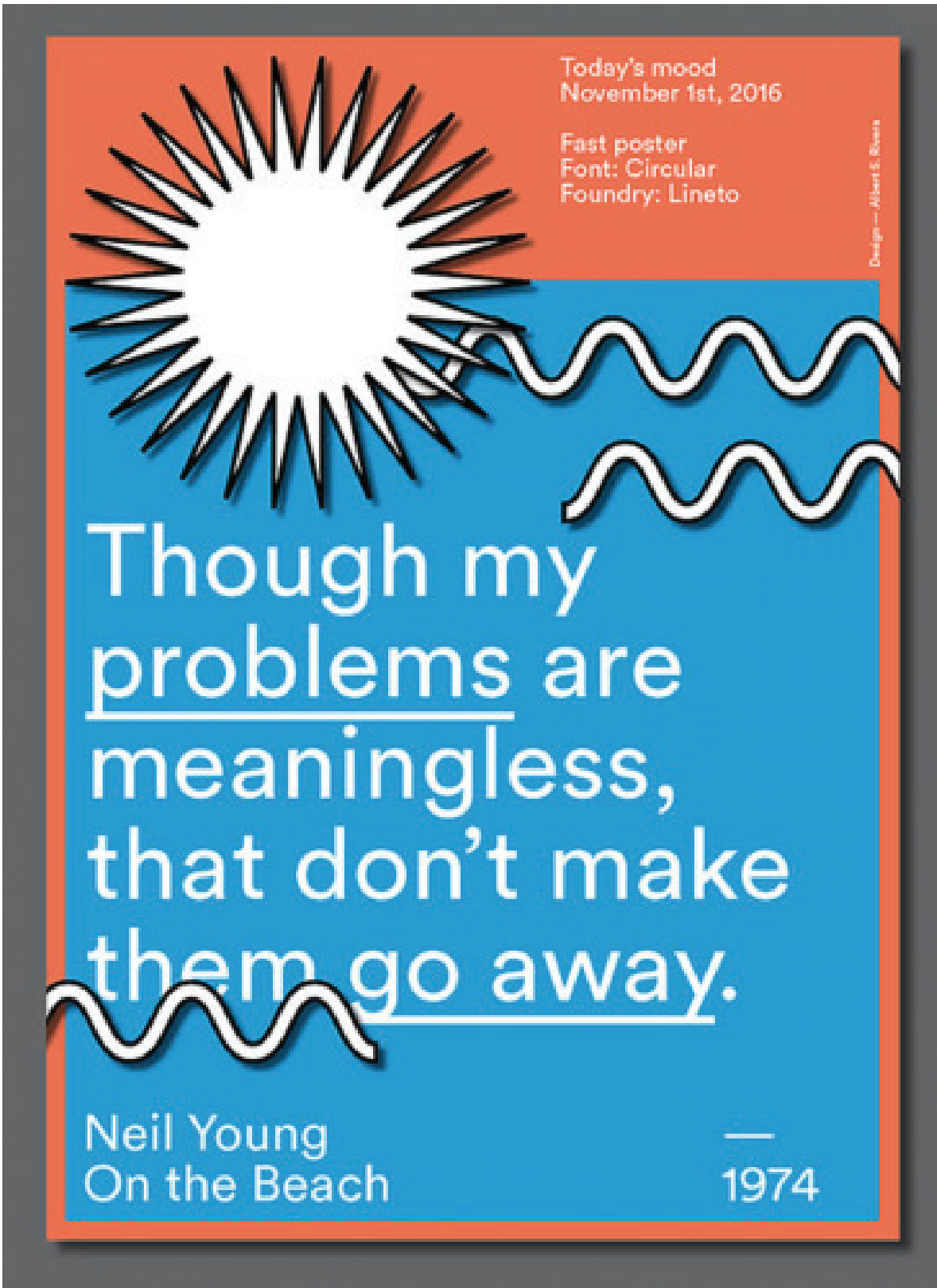


# Duotoned images

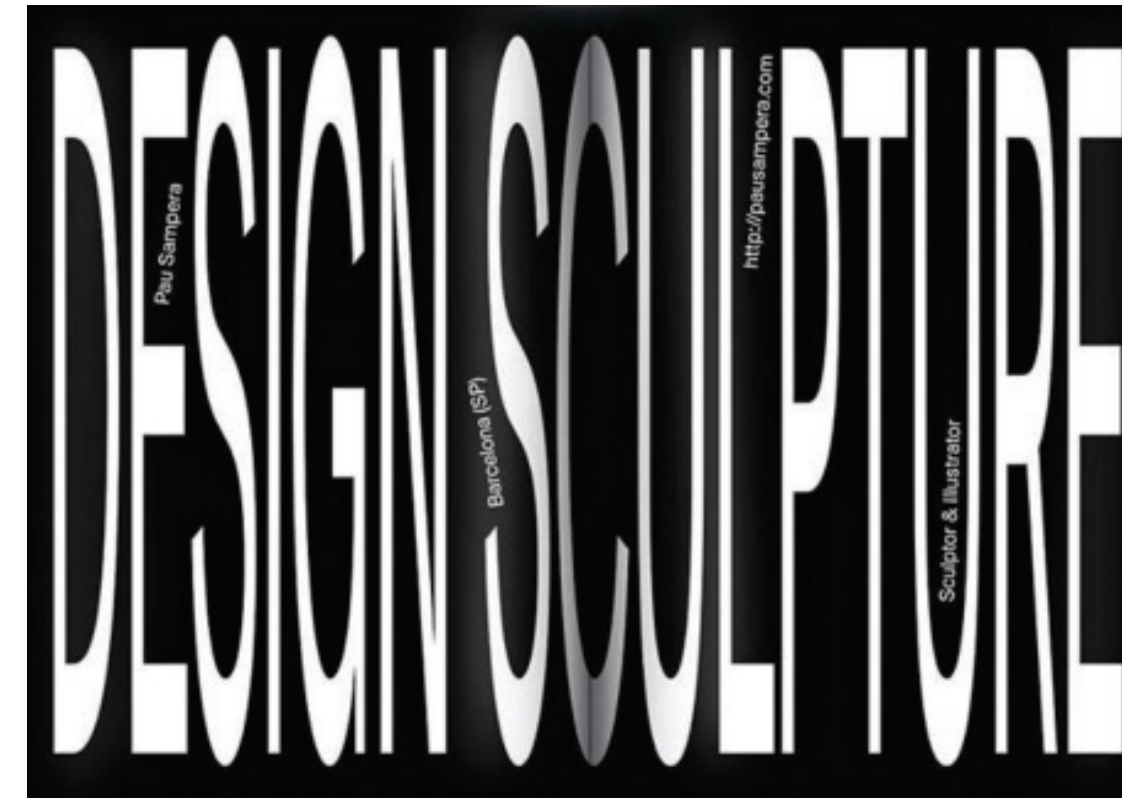




# Squiggle



# Stretched type



various formats  
exposed content  
underlines  
hypens  
diagonal composition  
repetition  
shapes  
statues/rock  
diamonds  
outlines  
blues



Became a dominant visual style

No theoretical underpinning

Loss of locality and specificity

“Instagrammification of style”

**How can you subvert the global style?**

**How can you avoid stylistic traps of  
Instagram/Behance/Dribbble/etc.?**

**How do you make work that both is unique  
and appropriate for the content?**

“Traditional? Modern? Postmodern? Forget those worries, and go back a step. Think what it is that you want to do. Think for yourself! Disregard preconceptions, models, influences. Consider what you know and what you have to hand. Then you can plot a course that makes sense for you and for everyone else involved in the enterprise, not least the user or reader.”

—Robin Kinross, *More Light!*