

Les Arts Décoratifs

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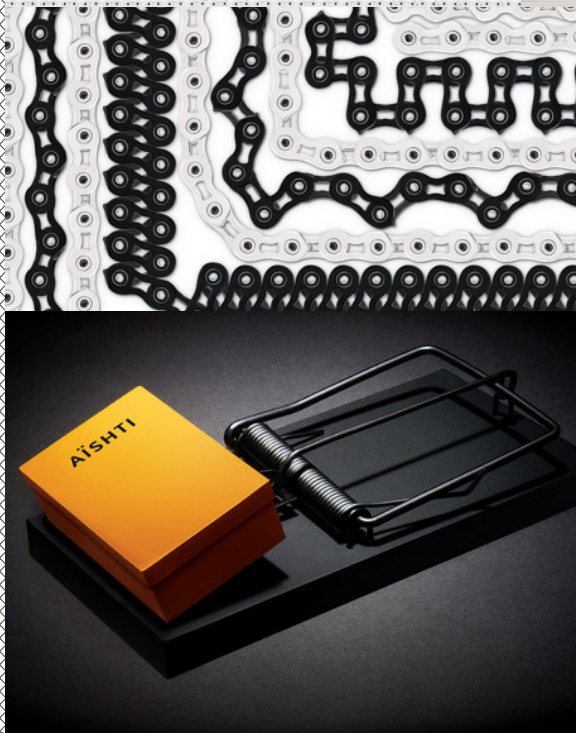
Sagmeister

13 Octobre 2011 au 19 février 2012

Another Show about Promotion and Advertising material

Exposition conçue et réalisée par le musée, Lausanne, et adaptée par Les Arts Décoratifs, Paris

LES ARTS DÉCORATIFS



SAGMEISTER

Based in a tiny studio in New York City, Sagmeister & Walsh is a small design firm comprised of four to six people including Stefan Sagmeister, Jessica Walsh, Wade Jeffree, & Santiago Carrasquilla. Sagmeister believes that “Graphics are best developed by a small team.” He further laments that larger branding projects tend to be “conceived by marketing people who could not care less,” while more “talented designers work for smallish projects.”

Sagmeister himself has been designing solo for 19 years, primarily doing work for the music industry. About 7 years ago he diversified and began taking jobs from nonprofits as well as corporate clients. In June 2012 he joined with Jessica Walsh, formerly of Pentagram and the associate art director for *Imprint* magazine, to form their current company.

Now Sagmeister & Walsh does everything from identity branding to coffee table books to exhibition design. Its clients include: Red Bull, the Guggenheim Museum, the New York Times, MIT, and Atlantic Records. Generally Walsh manages the commercial projects while Sagmeister manages the “self-authored projects”, though the two collaborate on both types of work.

Sagmeister started out freelance and built his business up client by client, but these days the firm can afford to be particular about its process. The designers pick projects that they find meaningful for products that are worthwhile and helpful. They also as a rule only show clients one concept rather than offering a variety of ideas.

The firm specializes in high-concept art using unorthodox materials such as hair, bike chains, and pennies, and emphasizing the process as much as the end result and even incorporating a bit of performance art in the mix now and then. For example, a 2008 exhibition at Deitch Projects in New York included a sign made entirely of bananas at different stages of ripeness. As the bananas rotted, the message disappeared and reappeared.

The firm also likes to push the boundaries of appropriateness with a good dose of humor, recently rebranding itself with condoms sporting the logo and pencils measuring the average penis length of various races.

WALSH

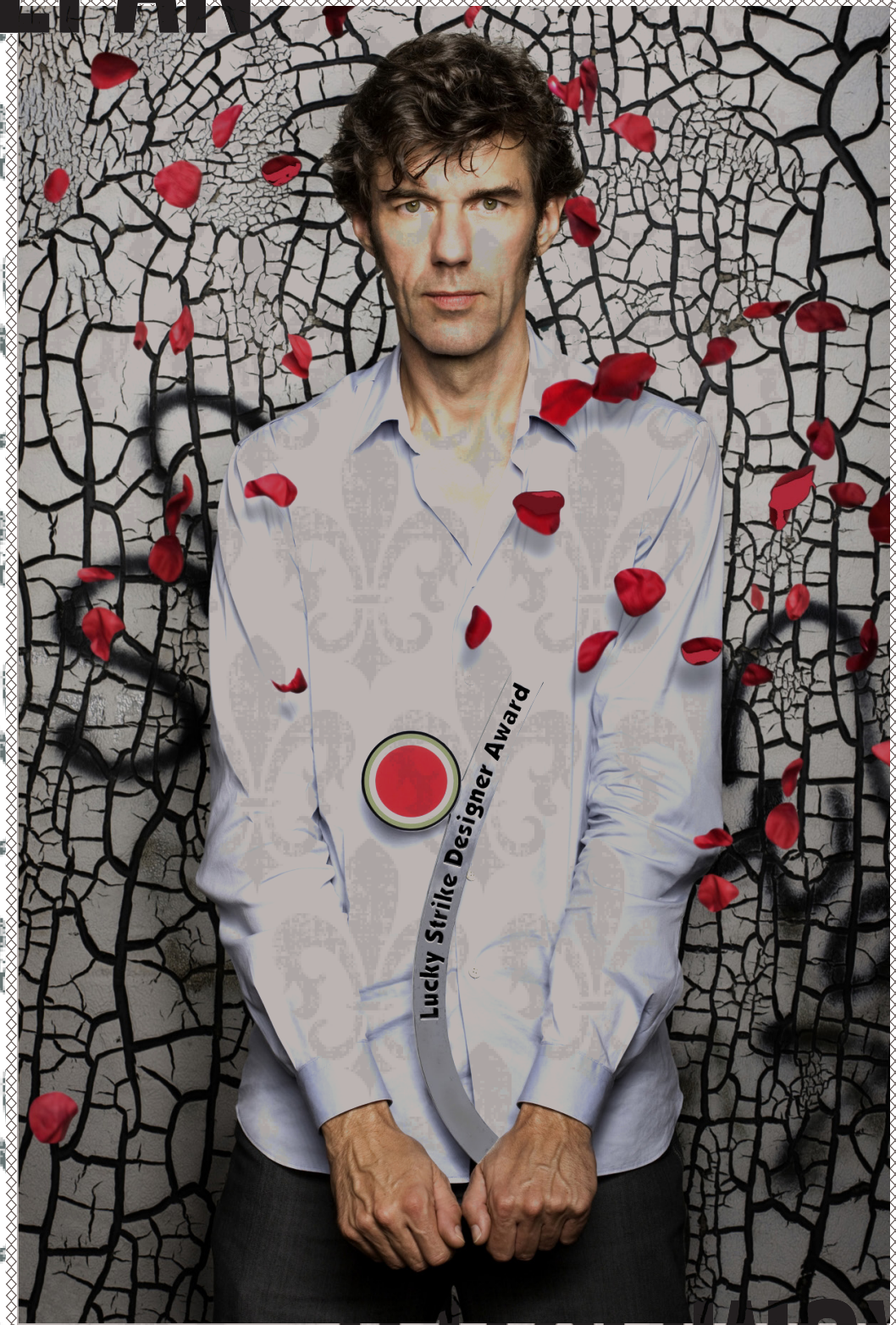
JESSICA



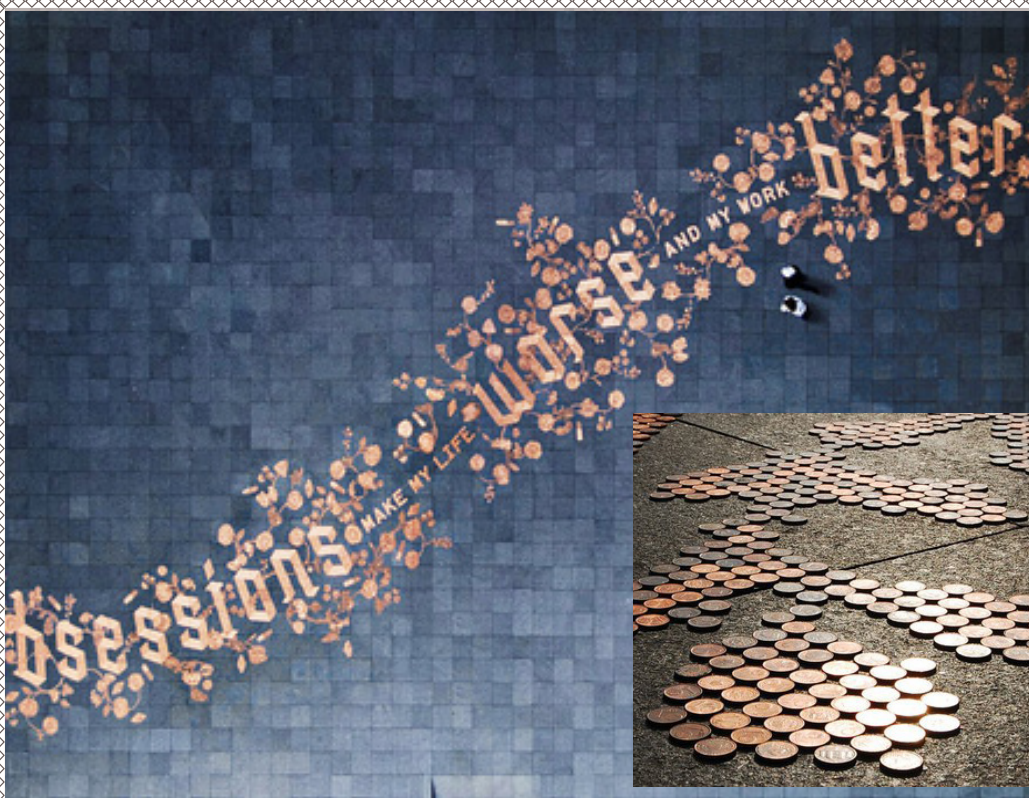
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