

The “warp” effect

A trademark is a figure or abstract form which gives recognition and character to companies or institutions. It can be constructed out of simple geometric forms, out of letters coming from the company name and out of a figurative or organic form which recalls an association with the meaning of the word.

For the exhibition “beeld.merk” I created 134 different emblems starting from 1 basic shape and 8 effects. Starting from a rectangle (ratio 1:3,7), I applied 8 effects which are preset in the computer program Adobe Illustrator, a program which I’ve been using as a digital sketchbook these last years. I chose these 8 effects because of their visual quality in function of the basic shape, the rectangle. The simplicity of this operation and the uncomplicated results seemed interesting enough conceptually to develop further.

Starting from the conviction that an image, a painting, should have a powerful appearance to draw the spectator to its content and should work both in black and white as in color, I began to use the basic form as a stencil. In Illustrator I could mirror, duplicate, rotate and scale. In this way interesting “signs” originated which could serve as trademarks. In a further stage I decided to convert this computerdriven way of working to a manual action, creating drawings which bring into view the underlying shapes. It’s also this transition that further reflects my interest in the relation between graphic design and painting.

I made a selection from the resulting images for the exhibition and applied them to imaginary cardboard packaging, just like logo’s are applicable to different kinds of media. This resulted in 8 panels with a 3D rendition of the packaging en 14 manipulated panels which suggest the shape of the box.

The publication shows the 8 effects (arc; arch; arclower; bulge; flag; inflate; none and rise), the digitally created results and the drawings, suggestions for applying these trademarks and a selection of executed works.