

CULTUREPI



WantedDesign
May 15-18, 2015

**Terminal Stores, 269 11th Avenue,
New York, NY 10001**



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Culture.pl to present
Inside Out. Polish Graphic Design and Illustration in the Making
at WantedDesign 2015

(New York, NY – May 2015) *Inside Out. Polish Graphic Design and Illustration in the Making*, the exhibition organized by Culture.pl for WantedDesign 2015 in New York City, will feature the best of what Polish graphic design and illustration has to offer – turned inside out! Curated by Agata Szydlowska for Culture.pl, *Inside Out* will focus not only on the end product – the poster, the book, the dress, the plate, the magazine, but also on the creative process. The exhibition will flip the designs *inside out* and show how they are made.

Despite technological advances, the creation of a new illustration or a new graphic design is often still rooted in real craftsmanship of cutting, gluing, sketching, drawing, and – of course – sometimes erasing. Taking a closer look at designer's hands and the power they yield, we will see that their hands are used not only as a creative power, but also as "thinking tools". Both are essential in the creation of the end product, as well as in the creation itself. On the one *hand*, the exhibition will emphasize the role of freehand drawing, collage, painting, art & crafts, and play in working designs. On the other *hand*, the exhibition will show the role of drawing and sketches in conceptual work on designs. Visitors will have the unique opportunity to see some creative backstories through sketches, rough copies, mockups and scratchpads.

The exhibition will consist of three parts: hand-made, hand-produced, and hand-thought. Hand-made will present designs that were originally drawn, cut out, assembled in a collage, and later reproduced in the form of a poster, or book cover. Hand-produced will show manufactured works using craft techniques such as silkscreen printing or bookbinding techniques, while hand-thought will be dedicated to the creative process of sketching, drawing, cutting, gluing, and creating paper prototypes.

"Although modernity tries to separate the mind from the body and manual labor from intellectual labor, handiwork still remains a key element in the design process, which is often too marginalized or entirely invisible," explains Agata Szydlowska, curator of the "Inside Out" exhibition.

Top Polish illustrators and graphic designers for whom manual work is an important part of their creative process were invited to participate in the exhibition. Visitors will see works by: Arizona Studio, Arobal, Edgar Bąk, Jan Bajtlik, Katarzyna Bogucka, Ola Cieślak, Cyber Kids on Real, Anna Dusza, Przemek Dąbrowski, Hipopotam Studio, Dawid Ryski, Agata Królak, Ula Palusińska, Natalia Kulka i Marta Pieczonko/Zeszyt z rysunkami, Maciej Sieńczyk, Marta Ignerska, Tomek Bersz, Moonmadness, Michał Loba, Obszar Roboczy, Marcin Markowski, Poważne Studio, Poziomka Studio, Honza Zamojski, Julia Mirny, Monika Hanulak, Tymek Jezierski, Michał Jońca, Paweł Jońca, Jakub Jezierski, Hakobo, Małgorzata Gurowska, Full Metal Jacket, Patryk Mogilnicki, Ola Niepsuj, Marcelina Jarnuszkiewicz, Karolina Kotowska, Malwina Konopacka, Sabina Samulska, Mamastudio, Nieladaco, Kwaciarnia Grafiki, Homework, Justyna Medoń, Longstory, Falbanka, Magda Łapińska, Kwiaty i Miut, Magda Pilaczyńska, Bożka Rydlewska, Manuka Studio, Jan Estrada Osmycki, Marian Misiak and Fontarte.

"This will be the first comprehensive presentation of Polish graphic design and illustration in the United States," says Barbara Krzeska, Polska Design Project Manager at the Adam Mickiewicz Institute in Warsaw, Poland. "We are very excited to be able to show the American public such a unique look at the work of Polish artists."

During WantedDesign, Culture.pl will also debut its newest publication "VeryGraphic. Polish Designers of the 20th Century". Edited by Jacek Mrowczyk, graphic design expert and lecturer at the Rhode Island School of Design, "VeryGraphic" is the first extensive book about contemporary Polish graphic design. Together with "Out of the

Ordinary", a previous publication from Culture.pl focusing on product design, these two volumes comprise the first comprehensive history of Polish design. Mrowczyk will participate in a panel discussion on the topic, along with curator Agata Szydłowska and Krzysztof Lenk of Dynamic Diagrams, which is scheduled to take place on Sunday, May 17th from 10:30-11:30am. Ellen Lupton of Cooper Hewitt, National Design Museum in New York will moderate.

Inside Out. Polish Graphic Design and Illustration in the Making

May 15th-18th, 2015

WantedDesign, NYC

The Terminal Stores 11th Avenue (between 27th & 28th Streets)

Organizer: Culture.pl

Curator: Agata Szydłowska

Exhibition Design: Maria Jeglinska

Visual Identity: Jakub Jezierski

Exhibition Production: Marta Piechocka-Nowakowska & Michał Nowakowski

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Culture.pl: Promoting Polish artists and designers worldwide

The goal of Culture.pl, the Adam Mickiewicz Institute's flagship brand, is to promote Poland and Polish culture abroad. Through the presentation of high-quality initiatives and events in the fields of art, music, and design, Culture.pl aspires to introduce an international audience to contemporary Polish culture. The Culture.pl website provides daily fresh information on the most exciting Polish cultural events worldwide; it is also the biggest and most comprehensive source of knowledge about Polish culture. A special section dedicated to Polish design includes information about the latest trends, and the newest projects by Polish designers – the young and up-and-coming and the well-established and world-renowned.

Worldwide promotion of Polish design and its continuous support is one of the Adam Mickiewicz Institute's main priorities. Design serves as a platform for the presentation of contemporary Polish culture and the promotion of Polish creativity. Our success in the pursuit of this goal has been possible thanks to fruitful cooperation with such renowned partners as Ventura Lambrate (Milan), London Design Festival, Maison&Objet (Paris), Paris Design Week, DW! São Paulo Design Weekend, Inno Design Tech Expo (Hong Kong), Business of Design Week (Hong Kong), Istanbul Design Week, International Furniture Fair Singapore, Design Trade Copenhagen, International Contemporary Furniture Fair (New York), Wanted Design (New York), Stockholm Furniture and Light Fair, What Design Can Do! (Amsterdam), Dutch Design Week (Eindhoven) and Wallpaper*.