

STEFAN SAGMEISTER SPEAKS ADIDAS EXPLORATORIUM

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JULY 01 / 2011
ADIDAS BRAND CENTER
FORUM 15.00H

Stefan Sagmeister studied graphic design at the University of Applied Arts Vienna. He later received a Fulbright scholarship to study at the Pratt Institute in New York. He began his design career at the age of 15 at "Noborn", an Austrian Youth magazine, which is named after the traditional Alpine musical instrument.

Stefan Sagmeister proceeded to form the New York based Sagmeister Inc. in 1993 and has since designed branding, graphics, and packaging for clients as diverse as the Rolling Stones, HBO, the Guggenheim Museum and Time Warner. Sagmeister Inc. has employed designers including Martin Woodell, and Hjalti Karlsson and Jan Wilker, who later formed Karlssonwilker.

Stefan Sagmeister is a long-standing artistic collaborator with musicians David Byrne and Lou Reed. He is the author of the design monograph "Made You Look" which was published by Booth-Clibborn editions.

Solo shows for Sagmeister, Inc.'s work have been mounted in Zurich, Vienna, New York, Berlin, Japan, Osaka, Prague, Cologne, and Seoul. He teaches in the graduate department of the School of Visual Arts in New York and has been appointed as the Frank Stanton Chair at the Cooper Union School of Art, New York.

His motto is "Design that needed guts from the creator and still carries the ghost of these guts in the final execution."

Sagmeister goes on a year-long sabbatical abroad every seven years, where he does not take work from clients.

ADIDAS EXPLORATORIUM
Visuelle Identität



ADIDAS ORIGINALS – "HIDDEN HEEL"
Footwear Display – Konzeption & Design

COLLO #062

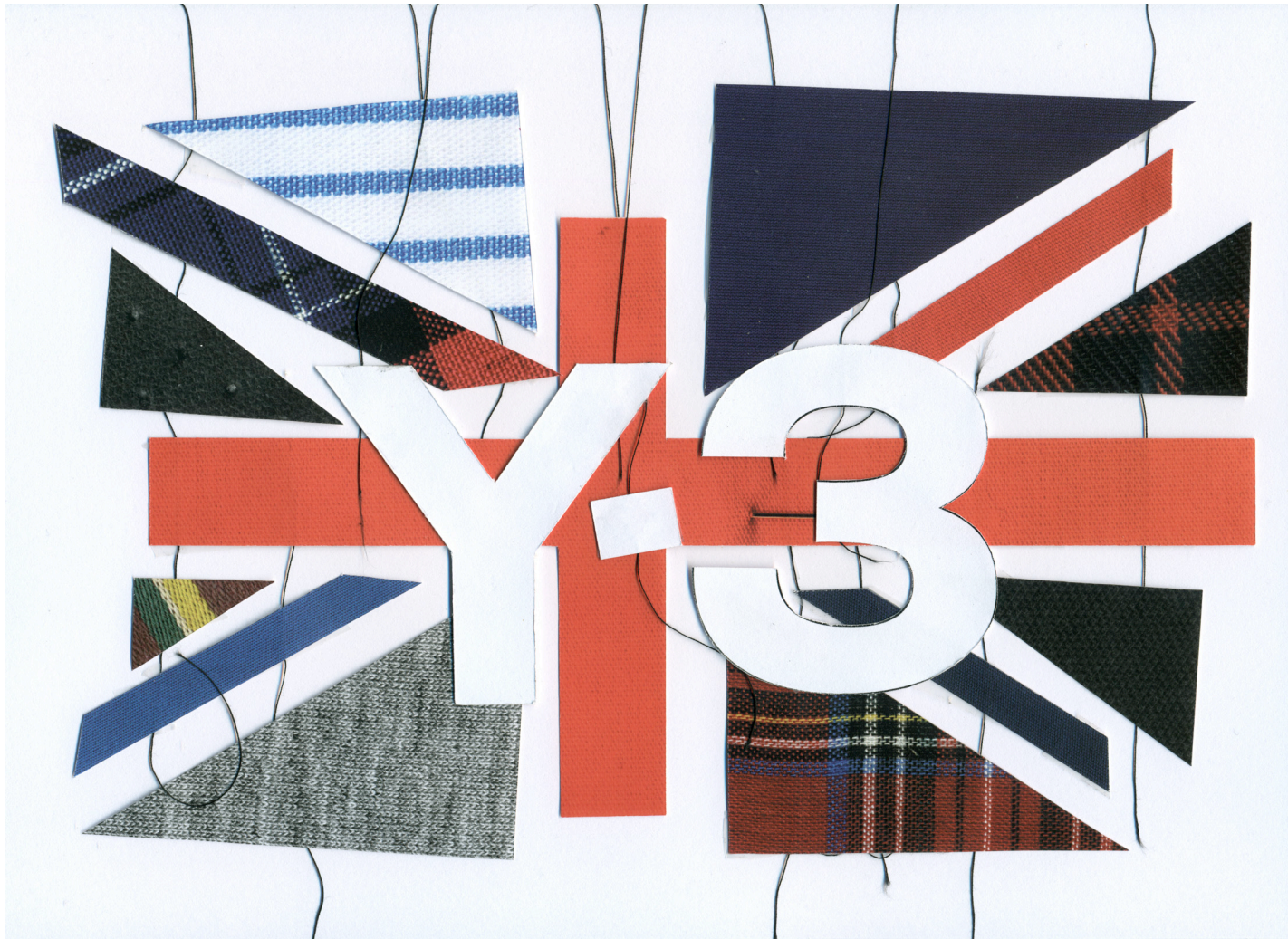
DESIGN

PRODUCE SIGNATURE DESIGN

POWER

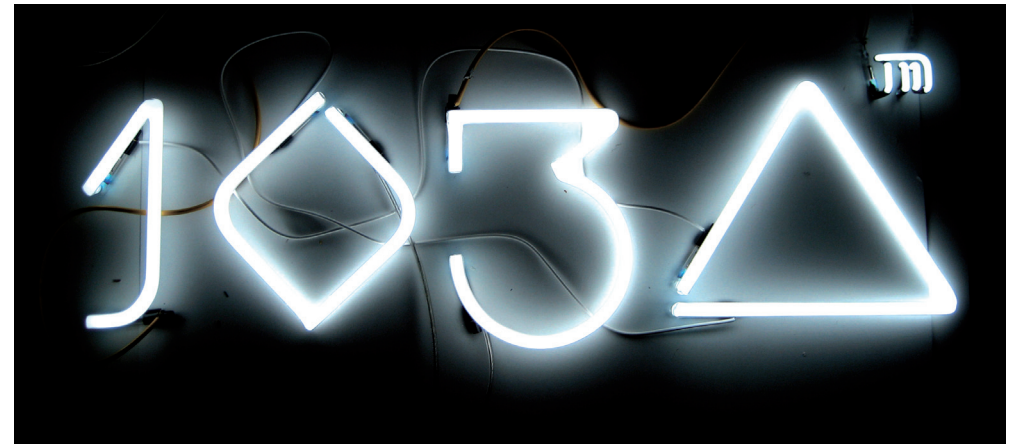
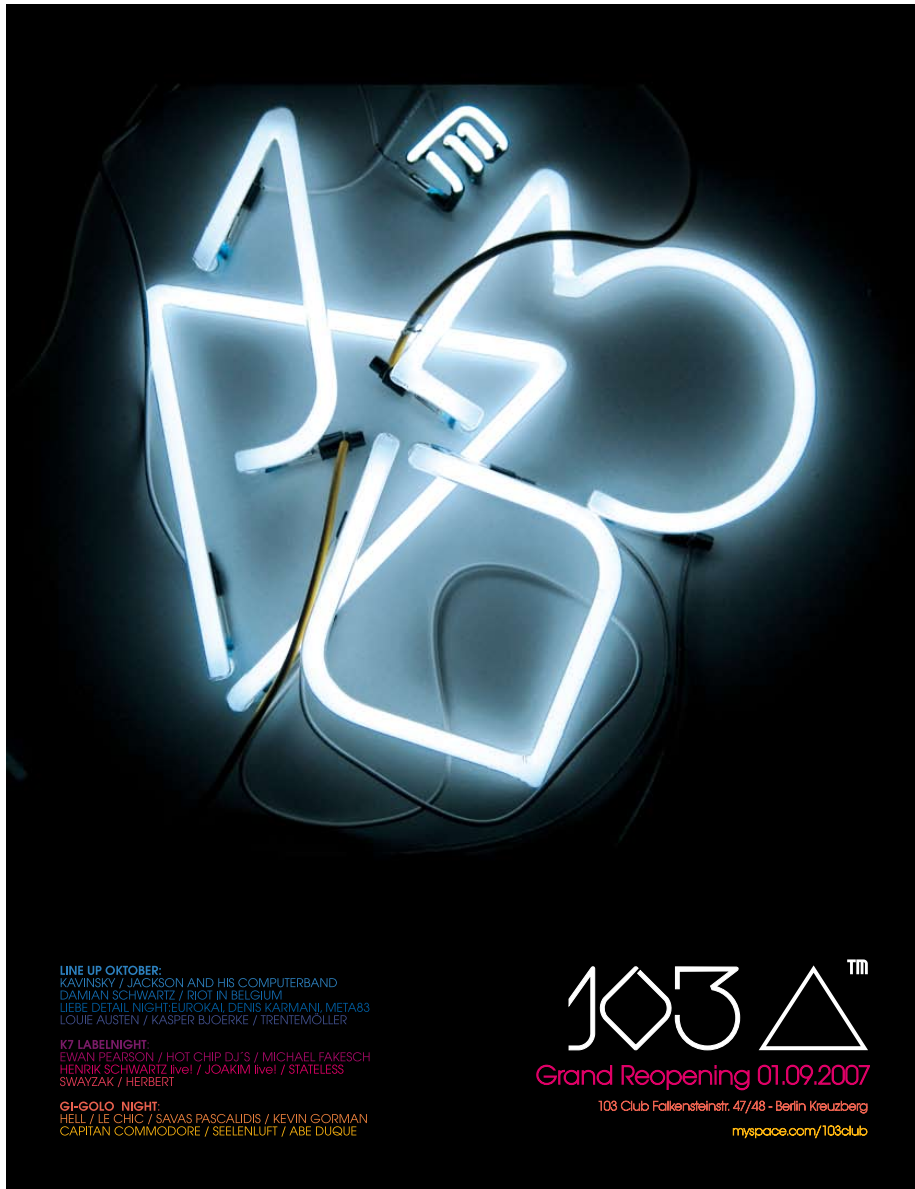


L N G
Space Design & Visuelle Identität

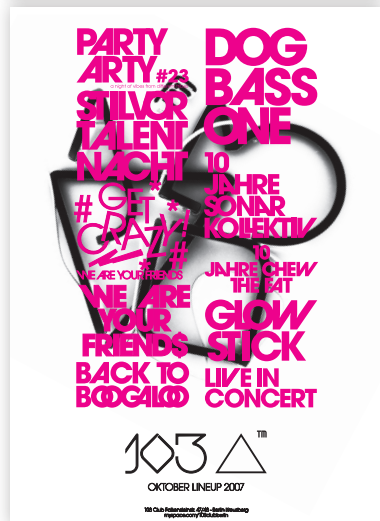


ADIDAS Y-3

Ad for WWD Magazine – September 2011 New York
Fashion Week Special.



103CLUB
 Visuelle Identität & Space Design



103CLUB
4 of 12 Poster-Flyer artworks



ABSOLUT VODKA – PRESS KIT
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DESIGN

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STRAPPING STOOL
Free Work: Productdesign

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DESIGN

PRODUKT & GRAFIK DESIGN



STRAPPING STOOL
Free Work: Productdesign

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DESIGN

PRODUKT & GRAFIK DESIGN

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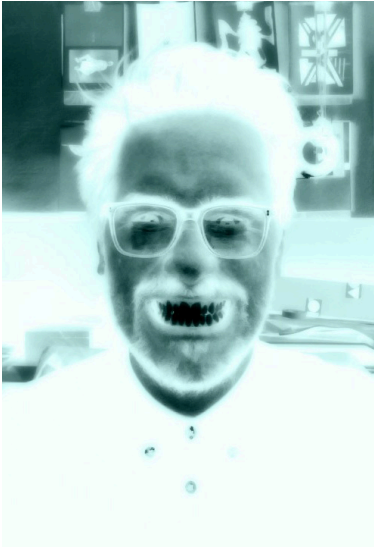


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ADICOLOR STUDIO BERLIN
Random Pictures

PERSÖNLICHES



GOLO
#062

www.thebakery.de/golo

A brief bio

1981 geboren in Marburg, Abitur in Hamburg, Produktdesign Diplom FH Potsdam,
Since 2008 part of The Bakery

What projects have you been working on?

Ich habe schon an diversen Projekten gearbeitet - von klein bis relativ gross.
Eines der aufregendsten war das Adicolor Studio in Berlin, in dem 10 Designer
aus Berlin über einen Zeitraum von 3 Monaten die verschiedensten Projekte
realisierten und als Abschluss auf einer Finissage ausgestellt wurden.

What inspires your work?

My environment, Art, Architecture, History and Zeitgeist

Favorite local places

Pauls Boat & our Office

Dinner is...

a must!

Any superpowers?

Noch Fragen?

THE BAKERY is...

your great happiness :)

What artists do you admire?

Andy Warhol, Tom Sachs, Jeff Koons

Was ist Schönheit?

In vielen Dingen ist nicht zwingend die offenkundige Schönheit das höchste
Maß, sondern die verhüllte – ich liebe das "unperfekte", unbeständige und
unvollständige in Dingen.