

仕事ですか、  
ね。学校の修了課題を「アートディレクション」で行う  
なんてことは想像できません。私たちが知るアートディ  
レクターで、かつてデザイナーでなかった人はきわめて限

この3つがいろいろな具合にまじりあったものになり、予  
期せぬ結果を生んでいくのだと考えています。

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## Interview

*What conditions do you foresee for graphic design  
in the near future?*

The industry has really diversified, or opened-up, and this can't be bad, although it could possibly split the canon of graphic design. It's a great privilege to work on something which is utterly undefined (like a new brand) and in the same day to work on something completely constrained, like a poster with a budget of €100 and a deadline of 1 day. We wonder if we're the last generation of designers who will have the opportunity to do this, as people become necessarily more specialised. In terms of new directions in design, Apple, amongst others, have shown us how to be excited about designing things for a mobile phone, as designers rather than technologists. The iPad may well redefine the industry of editorial design (we've already notched up 1 interactive online magazine). There will certainly be much more employment for designers who can think in 4 dimensions now. Our background is in graphics, but we've grown into art-directors, in that we realise we can't do everything ourselves. This is actually quite liberating, but is a skill which develops over time. We can't imagine doing a degree course in 'Art-Direction' and all the art-directors We

know who have never been designers are much more limited. It's like a language, easy to speak badly but harder to master.

The future of graphic design...perhaps it will be as a footnote, in the history of a new form of thinking in creativity, in the same way that 'the blues' no longer exists as a new artform, but was the roots of a certain attitude in music. We've definitely come across musicians who have been better designers than us, and design departments who couldn't design anything at all, so the label of designer is less important than the creative attitude and output. There will be more accountability of designers as people become ever more accustomed to the way that design works and is integrated into their lives. A branding corporation should necessarily be working as part of a democratic process, involving their audience, for example, to design the brand for the Olympics. Something which aims to represent people's ideas and values shouldn't in future be designed behind closed doors.

Part of the thinking behind our name, is that if you can reduce the original idea of graphic design to its constituent parts, these are Art, Work and Love (or creation, industry and passion, or craft, commerce and emotion), and the future of design will perhaps be simply that these 3 things will be mixed together in vastly different amounts to produce something with undetermined results.