

## Short biography

Hugo Puttaert is a graphic designer, organizer, teacher and editor based in the greater Brussels area, Belgium. He was born in 1960. Hugo Puttaert trained as an artist at Sint Lukas Art College in Brussels and worked as a graphic artist for ten years before starting up his own graphic design studio visionandfactory in 1990.

He is an instructor at Sint Lucas Antwerp, the art and design school of the Karel de Grote-Hogeschool, where he teaches typography and graphic design. Hugo was the initiator and programme director of the Citytype conferences, organized at Sint Lucas Antwerp in 1997 and 1999. In November 2007, he organized the first edition of the new international biannual design conference 'Integrated' at the international art campus deSingel in Antwerp. The next edition of this conference, which deals with the crossover between graphic design, typography, new media, architecture and art, is scheduled for 22 & 23 October, 2009.

Hugo has been a speaker at several international design conferences and symposia and has contributed to a number of magazines and newspapers. Since 2005, he is editor-in-chief and creative director of Addmagazine.be, a new Belgian magazine focusing on cutting-edge, socially relevant graphic design from Belgium and elsewhere.

Hugo Puttaert and visionandfactory have worked as designers and consultants for a wide range of businesses and cultural organisations, integrating corporate and editorial design skills with innovative communication strategies. Work by Hugo Puttaert and visionandfactory was published in design magazines and yearbooks including Package & Design (China), Print European Design Annual (USA), Emigre magazine (USA), Novum, world of graphic design (Germany), Graphis Yearbooks (Switzerland, USA) and Graphics International (London, UK). His work has been nominated several times for the prestigious Belgian Henry van de Velde design prize and was shortlisted in the New York Art Director's Club's annual competition (V&F corporate identity) & the F. Baudin Price 2009.

Hugo Puttaert on design: *"All too often, design is merely used as a trendy lubricant to facilitate the marketing of anything and everything. To many people, the concept of design conjures up the image of some item of modern, sleek 'design' furniture. But in fact, design is not about the product, it is about the act. The word 'design' traditionally refers to a process, to planning and preparing something using detailed preliminary studies and sketches. Design should be about designing."*

Jan Middendorp (Berlin, February 2009)