

be a boy! (m/w)

lecture Typo-Berlin 2006

Intro

Did I hear my dad yelling? Or was it mom?

How many times boys all over the world have heard this shout, expressed by their naughty parents, saying 'be a boy' and meaning 'become a man'! And once a man, no 'boy's manners' were accepted anymore. It is sad, isn't it?

But - to be politically correct - the lecture could also be titled 'Be a girl'. Or 'Be a boy (m/w)'.

Let's stay at the boy's side (just to avoid misunderstandings, although they might provide fresh ideas, dixit Tibor Kalman).

Even Picasso had to paint his whole life to refine his boyish (to be pronounced as 'Beuys') flavor.

So this lecture will be about keeping our mind fresh and joyful and therefore - in a certain way - childish.

Because nothing can be so boring than 'overprofessionalism', which leads, to my opinion, to useless and meaningless results.

Listening to the boy in me, I want to attack 'lifestyle dictatorship' which is taking over our creative awareness and is being promoted by the so called 'strategic' consultants, trendwatchers & marketing bonobos all over this world.

I want to feed good 'basic thinking' and 'straight intuition'. I want to promote 'ugliness' against 'good designed greyness'!

So playing might help. It sounds naive and even smells a little bit like 'Don Quichotte' (cfr unfinished picture by Terry Guilliam), but that's the way I feel it, that's the way I am. That's the way I design, that's the way I teach.

Hugo Puttaert

Hugo Puttaert was born in Brussels in 1960. He studied art and worked as an artist before starting his own design studio, visionandfactory which was set up in 1990. He is also responsible for the graduating projects in Sint Lucas Antwerp (art department Karel de Grote-Hogeschool), where he teaches typography and graphic design. He was also in charge for the Citytype Conferences in Antwerp (1997, 1999), gave lectures in Antwerp, Berlin, Den Hague, Helsinki, Lahti, Rotterdam etc. and often writes articles for magazines and newspapers. Since 2005, he is editor in chief for Addmagazine.be, a new Belgian magazine about print. About his work: *'I want to look beyond the boundaries of graphic design. Design with guts. Design with social relevance.'* About his attitude towards his students: *'There is no such thing as reliving the same, since everything is constantly recreated in different forms, ideas and thoughts.'* *Maybe that's part of human nature, always searching for something new and coming up with something different.'*

Rules are good. Break them. (©Tibor Kalman).