#ILoveTheseGuys Creative Inspiration: Demian Conrad/ Automatico Studio

Shillington students from around the world share the work of creatives who inspire them in the #ILoveTheseGuys series. In this post, London student Jasper Wilson highlights projects from Swiss-based design studio, Automatico Studio founded by Demian Conrad.

These guys' work stood out to me for its boldness and confidence, with great use of space within the designs. They seem to be pushing the boundaries of minimalism with some of these designs, but they certainly have impact and think that the simplicity is effective.

Automatico Studio operates around ten design principles:

1. Simplicity as a complexity resolved.

2. Conceptual process as the core of a project.

3. Visual synthesis obtained by subtractive methodology.

4. Emptiness as a quest for beauty aesthetic and as a possibility to be filled.

5. Black and white as a symbolic and pure abstraction.

6. Essential geometry as response of aggressive visual landscape.

7. Micro-typography as a cultural act, detached by marketing trickeries.

8. Sober elegance replacing superfluous frills, redundancy, waste and excess.

9. Rebuff of trends, craze of style and market exuberance.

10. Functional design as a solution of a problem solved with logic.

Instable
Self Initiated, 2009, Poster 89.5 x 128cm, offset printed

Grundeinkommen

Automatico Studio say of the project, “Big poster for the base camp of the basic income campaigners, the Mitte. The fourth language has been quite criticised because not Swiss, but discussing with the campaigners the wish of the idea spreading

also outside the country seams honest and generous. During the voting day, we did a performance in celebration , sticking beside the Yes the percentage of Swiss voters who supported the campaign. Still half a million Swiss citizen voted for this new groundbreaking idea, that will probably be a reality in one of two decades.”

Want to discover more studios and creatives from around the world? Check out our previous #ILoveTheseGuys posts.

https://www.shillingtoneducation.com/blog/demian-conrad-automatico-studio/