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Stefan Sagmeister TED Talk Essay

Superstition has a funny way of creeping up on us or making us feel certain ways. Take Stefan Sagmeister in his TED talk, he admitted that a billboard in Hong Kong which had the word “ Winner” he said, “ Still superstitious and thinking, ‘Well, if that ‘Winner’ billboard is still up, I’m going to have a good time working here. But if it’s gone, it’s going to be really miserable and stressful”. His superstitions related to how well he was going to be working in Hong Kong like if he was going to be grateful for working there or if it’s going to be a bad decision he made for going to Hong Kong again.

Modernism according to what I’ve interpreted in Sagmeister’s TED talk are designers coming up with ideas on improving their art or adding more to it. When Sagmeister went back to Hong Kong a week later, he said that next to the ‘ Winner’ billboard there was another billboard next to it saying ‘ Double Happiness’. In a way the designers (it’s not said if the same designer created both or different designers) who created the billboard decided to improve the billboard by adding another positive billboard.

Postmodernism is seen in part 10:38 up to 11:40 where Sagmeister talked about a young Korean designer from New York where he took it upon himself to print out a lot of speech bubble stickers and walk around New York City and placing them on top posters and let the public or viewer’s see and write something in the speech bubbles. Sagmeister mentioned his friends who had created different subway signs and placed them on top of the original subway sign. For example the sign on the train says “ Do not lean on door” and one of his friends had put “ Do not hold grudges” on top of that sign. These designer’s had a very fun and creative way/style of bringing a new style into a design.

In Sagmeister’s TED talk he worked with a designer who works with him to create new pieces of art/design for publishers who hired him. Instead of drawing or sketching or painting, they took it upon themselves to use

photography and any real materials to be able to create the designs. Sagmeister used furniture to create the word "Guts", and he showed a before and after picture. The before picture had how the room looked like with the furniture in its original place and the after picture consisted of the furniture rearranged to be able to create the word 'Guts'. There was one that I liked and it was I believe he used hot dog sausages to create the word 'For' but then used the lights to create a shadow over the word and you see the word 'F' being made with the light.

Design can be created in so many different ways, all depending on the designer creating the design. One designer might want to stick with just pencil drawings only while another designer works with black ink drawings only and another designer brings a combination of both or adding color to it. Each and every designer in the world has their own sense of style when creating designs and art. No one is wrong on how they create their designs, as long as it's your own and it's made out of your blood, sweat and tears that brought your design to life.