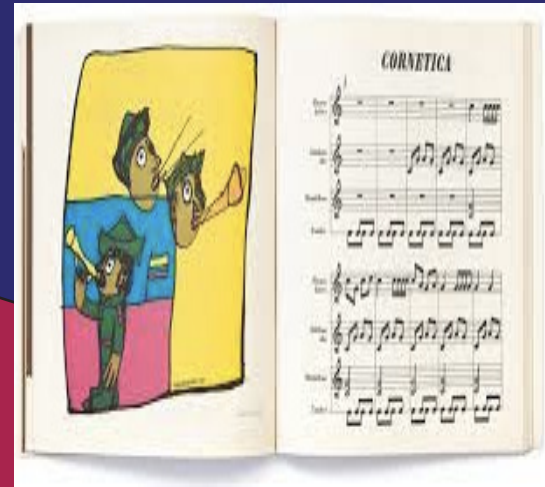


# Achievements

- Winner of a design contest hosted by Colombia's National Tourism Corporation in 1991.



*"El sol de Colombia por el mundo."*



-Latin American representative at The World Logo Design Biennial in Brussels, Belgium.

- In 1976, Consuegra won the first contest hosted by UNESCO, with his poster about Children's literature.

His last exhibition "Comics Otra Vision" developed in 1994.



# Books



He was the author of significant books about the history of art and typography such as Classic Typefaces, Theory & Practice of Graphic Design (1982-1986), and ABC of World Trademarks among others. Also, he founded the magazine Nova in 1964.



# Cite

-*"David Consuegra. Waterweavers."* Universes in Universe - Worlds of Art, [universes.art/en/magazine/articles/2014/waterweavers/photos/david-consuegra-2](https://universes.art/en/magazine/articles/2014/waterweavers/photos/david-consuegra-2). Accessed 16 Oct. 2023.

-*"Graphic Gardens. Camilo Umaña."* David Consuegra Graphic Gardens Camilo Umaña Comments, [davidconsuegra.com/en/texts/graphic-gardens-camilo-umana/](https://davidconsuegra.com/en/texts/graphic-gardens-camilo-umana/). Accessed 16 Oct. 2023.

- ETC..

By: Erika Maza



# David Consuegra

Colombian Graphic Designer and Illustrator

(1939-2004)



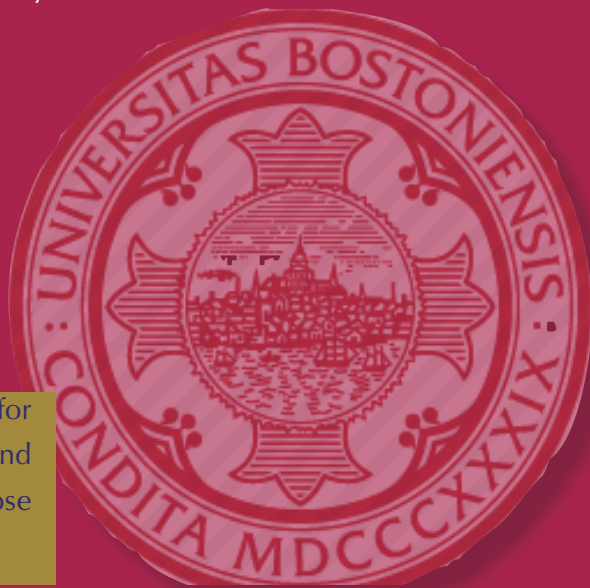
# Meet the Artist



David Consuegra was a Colombian designer, editor, and illustrator who was born in Bucaramanga, Columbia in 1939. His life as a designer began when he discovered his passion for design at Boston University where he studied Fine Arts and fell in love with graphic design. Moreover, Consuegra was

influenced by the Bauhaus style which helped to define his style and perception of his designs. Also, his passion for paint, design, and teaching were the most significant roles in his life because they allowed him to inspire and prepare more artists. Consuegra finalized his studies at Yale University and came back to Columbia to be involved professionally with the artistic and cultural media of Colombia.

The Bauhaus Style is known for its functional, geometrical, and abstract shapes whose purpose is to find unity.



# Art Works



His notable attributions were to Inravisión, Artesanías de Colombia, the Industrial University of Santander, the Federation of Rice Growers, and the Museum of Modern Art in Colombia. These works were about symbol design, small posters, logos, and Typographic proposals based on two tints, drawing, geometry, and typography.



Consuegra was fascinated by the illustration too because he thinks that the development of an artwork needs a mixing of type and illustration.



Some of his designs were inspired by the symbols of the Colombian culture. For example, El Chancletazo.

# Inspirations



Here are significant examples of Consuegra's work which were developed in the late 1960s. His designs were inspired by the Colombian pre-Hispanic indigenous objects that were about water, weaving, fauna, and flora. Consuegra used these elements to

compose some of his works such as posters, brochures, books, illustrations, drawings, and magazines. Moreover, Consuegra presents a desire to have a pure Latin identity in his designs that why he opts to make designs that have tradition and culture.

