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**Design Research Paper: Alex Trochut**

Alex Trochut was born in Barcelona Spain, 1981. He studied in a school called Elisava Escola Superior de Disseny<sup>1</sup> where he eventually graduated and started working at the design studios Toormix and Vasava. Not long after Trochut made his own design studio in Barcelona. Although the studio just was established, he relocated to New York City where he is currently living and working on his designs.



It's unknown why Trochut chose to become a designer but his passion for typography and illustration definitely had a role in his decision. He has been able to combine his love of these two passions to create unique designs that have gained high recognition. Trochut calls himself a digital crafter, someone who lets the needs of a design dictate the style. Being born and raised in Barcelona influenced his design artistically. The uniqueness of the location with all the diversity, music, and art. Artists like Lichtenstein, Carlos Cruz-Diez, and Sol LeWitt's also influenced his designs.<sup>2</sup> He avoids forcing his own style on a design he's working on so that the overall quality is better. He goes by his motto "Easy is boring. If you aren't having fun pushing yourself, you aren't doing it right".<sup>3</sup> He believes that art and design are two different things.

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1 About - Alex Trochut, <https://alextrochut.com/about/>.

2 DoThings. "Interviewing Alex Trochut." Dothings, Dothings, 19 Dec. 2019, <https://www.dothingsnyc.com/culture-1/alextrochut>.

3 About - Alex Trochut, <https://alextrochut.com/about/>.

No matter what design he works on, Trochut's main focus is on letters. He likes to use the letters in the work and take the message to another level. As a designer, he takes the general design goal of expressing a message to another level by trying to show it visually. He states that there is always a forced change within the letter so why not take the message in two directions.<sup>1</sup> Not only does it make it more interesting but also more visually pleasing.

Trochut's work is characterized by its experimental approach to typography. He often incorporates geometric shapes and abstract patterns into his designs, giving them an eye-catching appearance.<sup>2</sup> Trochut's uniqueness in his typography led him to work with some very recognizable clients. Some of them like Nike, Adidas, Katy Perry, and The Rolling Stones, to name a few. Through his years of experience and practice with design, he eventually developed his expressive visual style which he is now known for.



He explains typography by separating it into two levels, the semantic and the visual.<sup>3</sup> The semantic level contains what we read while the visual level has what we see. You can also refer to them as the content level and the form level. As a designer, you work with the form within typography. He splits typographic design into two separate levels. There is a text level where the designer facilitates readability and then there's the expressive level

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1 Lightmap. "Alex Trochut: Dominating the Language of Art." HDR Light Studio - Make and Edit Image-Based Lighting in Your 3D Software, Lightmap, 13 Oct. 2021, <https://www.lightmap.co.uk/blog/alex-trochut/>.

2 betul91. "Alex Trochut." 2016 Kingscliff Graphic Design, 17 Mar. 2016, <https://2016kingscliffgraphicdesign.wordpress.com/2016/03/07/alex-trochut/>.

3 "Letterholic : Alex Trochut." YouTube, 23 July 2016, <https://youtu.be/lpjfH4Ht5hQ>. Accessed 9 Dec. 2022.

where you visualize the message. Trochut focuses on pushing language to where reading and seeing the text/image become one.

Trochut uses CGI, 3D, modeling, texture, lighting, and animation to create his designs. He uses programs like Redshift, Octane Render, Substance, and HDR Light Studio. In one of his projects, he had to represent the flavors of a seltzer water.<sup>1</sup> He did this by making an animation that shows the texture and juiciness of the ingredients. Using Redshift helped him work quickly and efficiently with the lighting.

As time passed, Trochut became more recognized within the design industry which gave him more opportunities. He has more art exhibitions where people can praise his work, gets more invites to talks where he can explain in further detail what his thought process is when working, and has earned more rewards. In 2009 he had his first exhibition in Barcelona<sup>2</sup> and most recently was at the Twenty Twenty-Six Gallery, Sidney 2022. His most recent reward was the 2022 Communication Arts award for typography/print advertising. At 41 years of age, Trochut continues to work on developing his styles for multiple clients and expressing his love for design here in Brooklyn, New York.

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1 Lightmap. "Alex Trochut: Dominating the Language of Art." HDR Light Studio - Make and Edit Image-Based Lighting in Your 3D Software, Lightmap, 13 Oct. 2021, <https://www.lightmap.co.uk/blog/alex-trochut/>.

2 About - Alex Trochut, <https://alextrochut.com/about/>.

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