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Assignment #5

What does photography, skateboarding, typography, graffiti and cartoons have in common? One person, Kaws also known as Brain Donnelly. Brain Donnelly is a contemporary ripoff artist who grew into an icon in the late 1990s. The mid-late-nineties phase of KAWS' work managed infusing his own iconography and spray painting composing into the always expanding corporate publicizing that was saturating metropolitan scenes. It's said he worked at the New York Metro spread of his work to be seen. He toolled with boards and retrieved, redesign and installed stop promotions, making something that makes you take a second look. I will explore the workings of one of Kaws' "Subvert Advert" era and how this piece, the photography, and the typography work with each other to create a visually pleasing and stimulating piece.

In Kaws' "Subvert Advert" era, his work was to be seen around the New York Metro spread due to his interfering with the Advertising posters at bus stops and Uniquely redesigning each advertisement to his own personal image. This piece is actually an example of Typo-photography. Typo-photography, also known as typophoto, is the art technique of combining both Typography and photography. The art form was invented by the iconic director and well- rounded artist, Laszlo Moholy-Nagy in 1925. Kaws' "Subvert Advert" is a greatly modified version of Christy Turlington modeling for Calvin Klein underwear. Christy Turlington gets wrapped around by a green Bendy, one of the artist's most well known designs. Bendy is a combination of Brain's experience with being a freelance animator painting backgrounds, in movies like 101 Dalmatians, Daria and Doug; with his graffiti upbringing. The whole piece

seems to be made for advertising both Brain's work and Calvin Klein's underwear, which they were trying to gain traction for. During the time Brian wasn't really a known artist in mainstream design he most likely created this piece as a way to advertise his artistic ability. The design he created by reworking Calvin Kleins advertising poster isn't the first of its kind. He didn't start creating these posters until the 1990s, in which he started using billboards, shelters and phone booths in the beginning. which He had created in cities like New York, Paris and Berlin. It wasn't till his popularity skyrocketed that these ads had become sought after or desired. Because of this, Brain's artistic ability to combine two experiences at his former jobs and his graffiti-based background caused pieces like this to increase in value. For instance this piece in particular goes for about two thousand and three hundred dollars. And while the poster is known and popularized because of cars the definitive attraction to it isn't only because of his artwork, but the choices Calvin Klein has taken also.

Calvin Klein is known for using the fonts Futura and ITC Avant Garde. Calvin Klein is an American fashion brand that specializes in "ready to wear" fashion. Both of the fonts used by Calvin Klein are Sans-serif. However Futura is more commercially used. Futura is a geometric sans-serif typeface designed by German designer, Paul Renner. Futura was released by The Bauer Type Foundry in 1927. The Futura was popularized by German car manufacturers Mercedes Benz and Volkswagen. Futura was loved and used due to its versatility within design. Where it can be used for Companies ranging from minimalistic in nature like Calvin Klein, or more urban in design like Supreme. Futura is a font that is believed to hold longevity as Futura is appropriate for application and website architecture due to its adaptability. Be that as it may, it's not generally used to its maximum capacity. Since the Futura typeface is broadly recognized as delightful and simple to-peruse, a few architects may not invest the additional effort to guarantee

Futura truly sparkles in projects. On the other hand, ITC Avant Garde is a geometric sans serif font family based on the logo font used in the Avant Garde magazine. ITC Avant Garde Gothic was designed by Herb Lubalin and Tom Carnase in 1970, and inspired by the 1920s German Bauhaus movement. The most noticeable use of this font is within the Stranger Things title. ITC Avant Garde is believed to be one of the more subtle fonts used in media currently. But this design type isn't the only thing that makes up the artwork.

The photograph use is an important part of the overall right because it brings the main focal point of the piece, outside of Benny. Christy Turlington is an American supermodel who represented the Calvin Kleins campaign in 1989 and 2014. Within the piece that Kaw chose to modify, it follows the hierarchy simplistic and nature as Calvin Klein wasn't known for a contact opposing or designs but more of his son is in minimalist ideals. Because of the simplistic choices used by the photographer but overall helps send a message to Calvin Klein one to advertise towards his customers.

Furthermore In Conclusion, this is how it all relates back to typo-photography as without the simplistic pose used by photographer, And minimalistic properties of Futura this design will never have been so plain for Brian to use for his peace. Because of Brian's use of acrylic paints and the green coloring use for his design Benny I hold the old advertisements apart more and brand new life with any advertising both Calvin Kleins product of underwear and his design expertise. This reworking of the advertisement is a perfect example of typo-photography.

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