Isaac Nasario Maldonado

Prof. Matthew Lange

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**First Paper**

The designer that I choose is one that is activate in nowadays. She is a young Brooklyn designer with 36 years old. Dana Tanamachi a designer who decided to keep her past in the private the best that she can. She mentioned once that she want to be recognized only by her works.so far, she is doing an amazing job about it. That is a huge combination of styles from a wide range of eras. You can see elements from the Vikings, the illuminated style from medieval era, vintage, Japanese, modern fonts, all of them combine with 20th century styles and design theories. She takes all those different styles combine them and create a unique style for the 21st century. She had made some remarkable works for Google, Ralph Lauren, and Starbucks.

There are many of her works that I admire. But, for the purpose of this paper I chose this:

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In this piece of art, it can detect the illuminated style as the big base to ensemble the composition. The precision of the trace lets us detect is a modern piece of art, made with modern equipment that allow this. The gradient background is also a tip that is a modern type of art. Somehow, the color palette resembles a vintage combination. Despite, the vivid colors delude that. Because those color were impossible on that time. We need more modern technology to be able to produce those color consistently in a printing material.

This design also fit well in what we can call the “phototext”. This term that was first stated by Lazzló Moholy-Nagy (July 20,1895- November 24, 1946) founder of Bauhaus Chicago. This term Phototext is more commonly known in our days as typophoto. It is about the typography and photography have merged into a pure form of communication. This concept is now exploited in different mediums. Books. magazines, advertisement, cinema, booklets, fashion, and a long etc. In the Bauhaus, the emphasis must be in absolute clarity, under that statement the integration of typography and photo must be clearer as possible. The integration of both worlds started to merged form there and keep evolving through the 20th century until reach our century.

Previously, there are some landmarks that leads to the Chicago Bauhaus philosophy. Walter Gropius (1883-1969) founder and first director of the Bauhaus. He was the one that established that the art cannot solely come from the academy. The real-world experience is necessary, and a must be required to created art that is complete, with purpose and soul. This created the theoretical curriculum of an art academy combine with the practical curriculum. However, the Avant-Garde was a previous step that permitted the apparition of the Bauhaus, in the center of this movement there is one designer that is a obligated stop to understand how the typophoto finally appears has a fully developed concept. The designer is El Lissitzky, this designer had an initial idea for visual study that can be summarize by PROUNS (projects for the establishment of a new art). El Lissitzky introduced 3 dimensional illusions: negative depth. Rough depth, and positive depth. There are many designers who have the opinion the concept of layers so common in the modern design can trace to these concepts. All this displayed his root as an architecture professional where a dynamic use of space and form are a keystone. Furthermore, he was capable to do symmetrical and asymmetrical contrast of pages and typographic forms. There are huge number of designers that who agree that it is his greatest contribution to graphic design.

All this path occurred during the end of 19th century and the first half of 20th century. But a more ancient fact needs to be conveyed to this timeline to understand how our designer Dana Tanamachi come to live as a design professional. In the 10th and 11th century occurred the rapid invasion of the Vikings to various regions of Europe and even America. This caused the mixed of culture that usual where two cultures are face to face and interact each other. There is an inevitable exchange of elements o those cultures. The Vikings impregnated their art style of representing the nature and mythology and those where adapted in the rest of Europe and assemble the illuminated style.

Dana Tanamachi had her root in Japan and Korea where her parents are from. So, this designer combines in her style elements from all these parts of the history. We can see the symmetrical and Asymmetrical from El Lissitzky, the Bauhaus rules of design, the illuminated, and some Japanese and Korean features. The result is amazing. Book covers, chalk boards, packing for branding, and advertisement. That resemble us many other works that we see out there. However, it is impossible not recognize there are assembled in an original and unique way. On top of that, the variety of techniques is off the chart and appealing at the same time.

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A picture containing building, outdoor, person, stone

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Description automatically generatedA kitchen with a dining table

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