

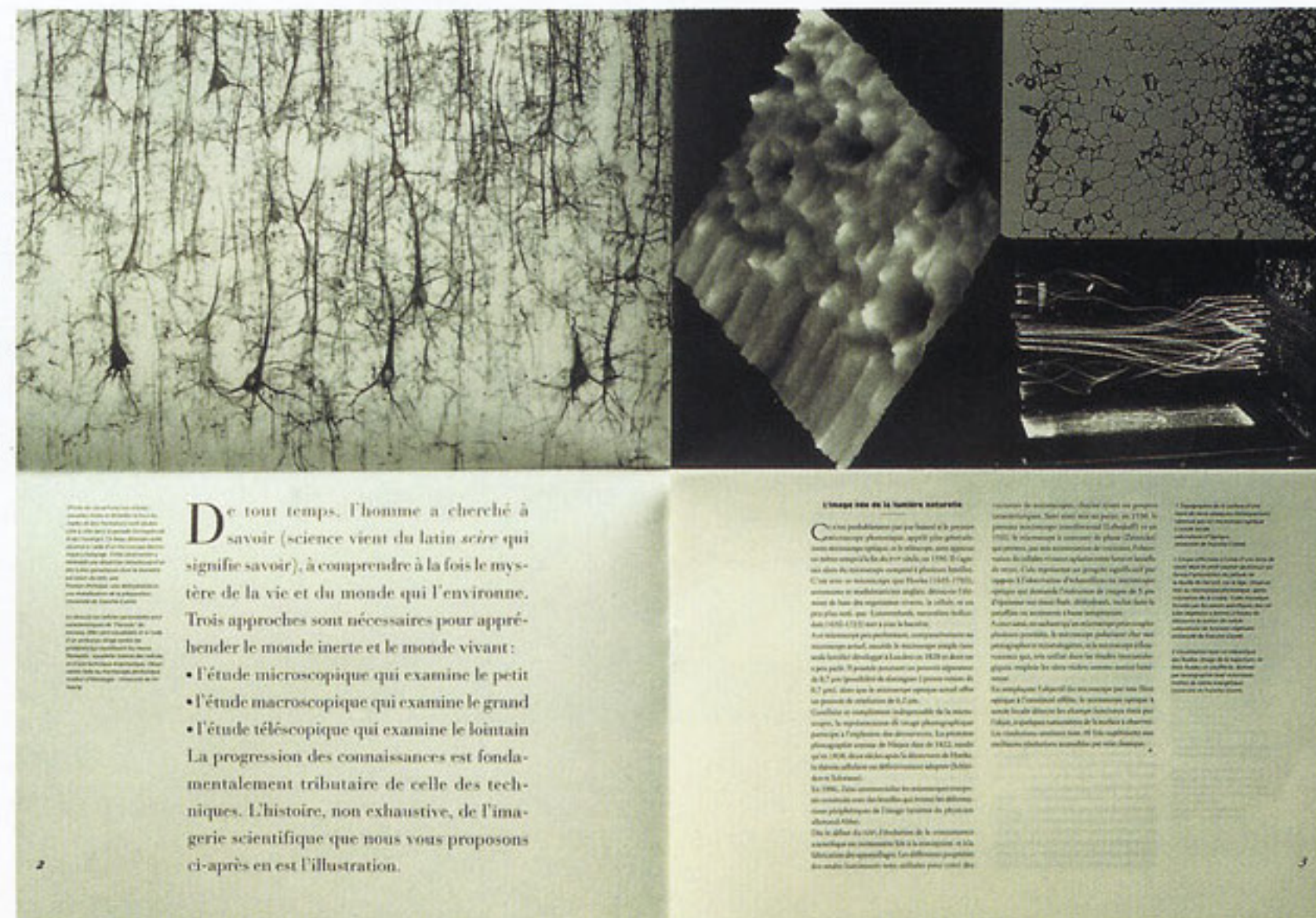
PRINCIPAL: Catherine Zask
FOUNDED: 1986

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design research, in which her interest in calligraphy has evolved into a focus on letterforms. She is primarily concerned with graphic elements as signs (in the postmodernist, meaning-conveying sense) and in presenting information with extreme legibility and clarity. She has taught visual communication and has created identity schemes for universities, museums, and numerous cultural organizations, government agencies, and corporations.

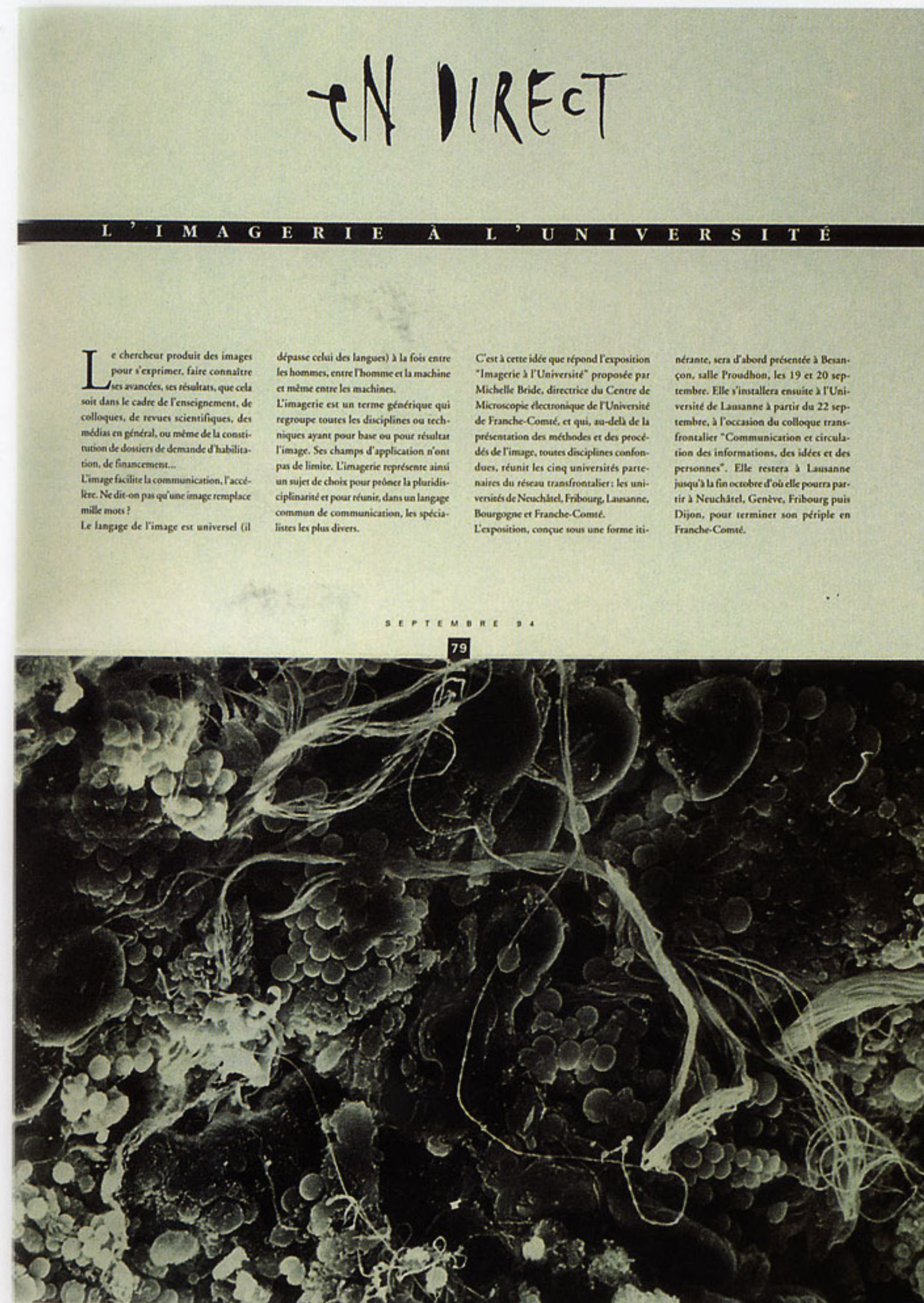
Catherine Zask's work embodies a combined sense of gracefulness, refinement, and visual poetry that is almost painterly. She has spoken of her passion for words, which she appreciates graphically, semantically, and conceptually. For this graduate of the École Supérieure d'Arts Graphiques, who won a prestigious Académie de France prize for a year of concentrated research at the Villa Medici in Rome (1993–1994), thorough analysis of the facts ("my nourishment of words") surrounding a design problem precedes her formulation of a clean, elegant, beautifully structured solution. "There is no one method, no one system, no one procedure," Zask says of her approach. "Instead, the constant is that I always have something to do with people. [Our] relationship induces the method." She prefers to work directly with decision-makers and has observed: "A good client is above all a good partner.... I don't work on projects I don't like." Independent by choice, Zask is something of a loner in her work for clients and in her own

CATHERINE ZASK



Black-and-white photographs, run large, counterbalance neatly laid-out text blocks in Zask's design of *En direct*, a journal published by the University of Franche-Comté.

ART DIRECTOR/CREATIVE DIRECTOR/
DESIGNER: Catherine Zask



*LE PUBLIC

SE LASSE
ET SE LASSERA
DE PLUS EN PLUS
DE PASSER

T A N T

D'HEURES À NE

R I

APPRENDRE.

MANIFESTE DU DOCUMENTAIRE - ANDRÉ BETTENCOURT, MEMBRE DE L'INSTITUT

Les mardis de la Scam*

Alfred Hitchcock, le maître du suspense, a été l'un des plus grands auteurs du cinéma. Son œuvre, marquée par une rigueur et une maîtrise exceptionnelles, a influencé toute la production cinématographique. Ses films, souvent basés sur des récits de suspense et de thriller, ont marqué l'histoire du cinéma. Ses personnages, souvent tourmentés et complexes, ont été interprétés par des acteurs de renom. Son œuvre, marquée par une rigueur et une maîtrise exceptionnelles, a influencé toute la production cinématographique.

FIPA

Some of Zask's most emblematic work, distinguished by its refinement, gracefulness, and legibility, can be found in her many projects for France's Société Civile des Auteurs Multimedia, an organization of multimedia authors. For this group, she has produced stationery, CD packages, invitations to events that fold out into bold posters, and event-announcement cards.

ART DIRECTOR/CREATIVE DIRECTOR/
DESIGNER: Catherine Zask

* IL N'EST PAS QUE LA
ACCEPTATION SEULE
LOGIQUE. QUELQUES
DÉTILS - ON ACCEPTE
LES GRANDS ÉCARTS
VAUX M'AJAIENT
ARTIS N'AI LA
ON SUPERMARCHÉS
LA DE?

CLIA FOURNIE, SOCIOLOGUE

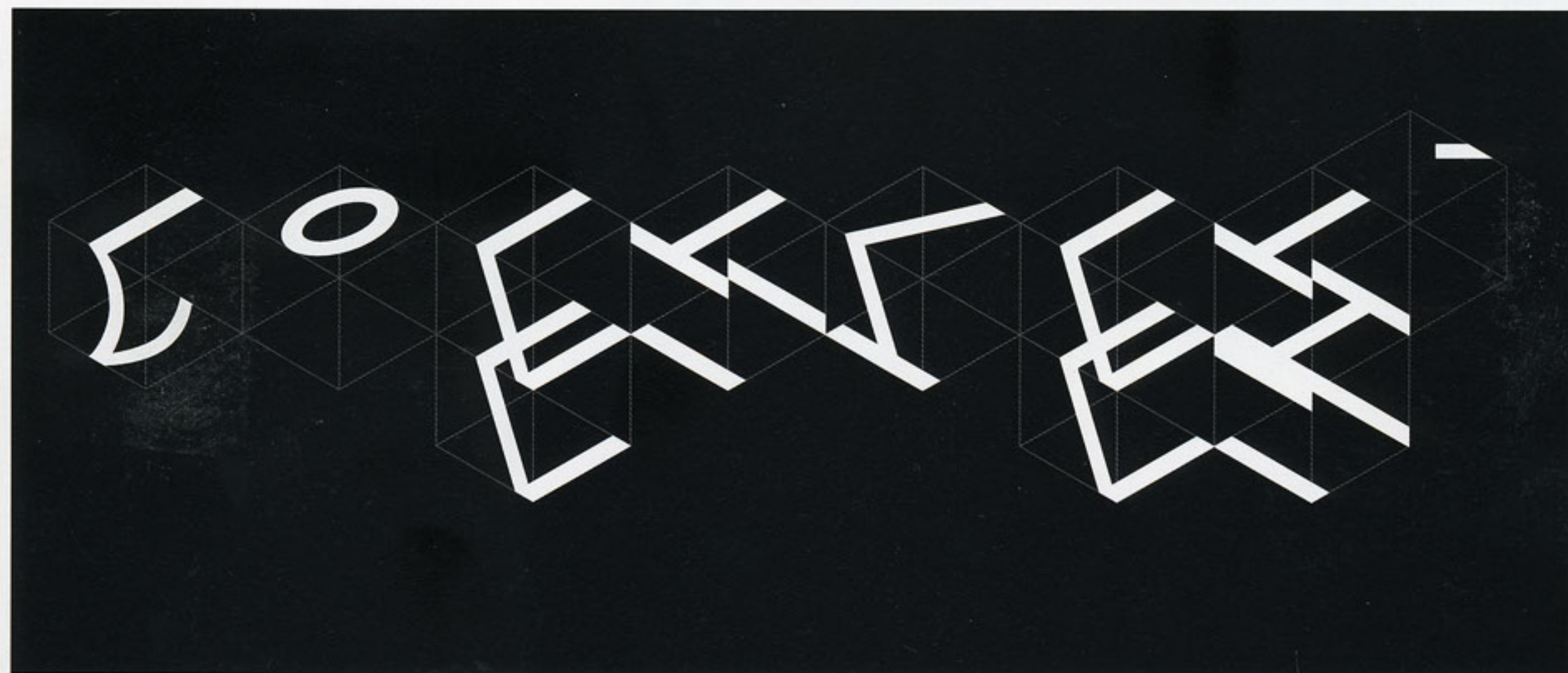
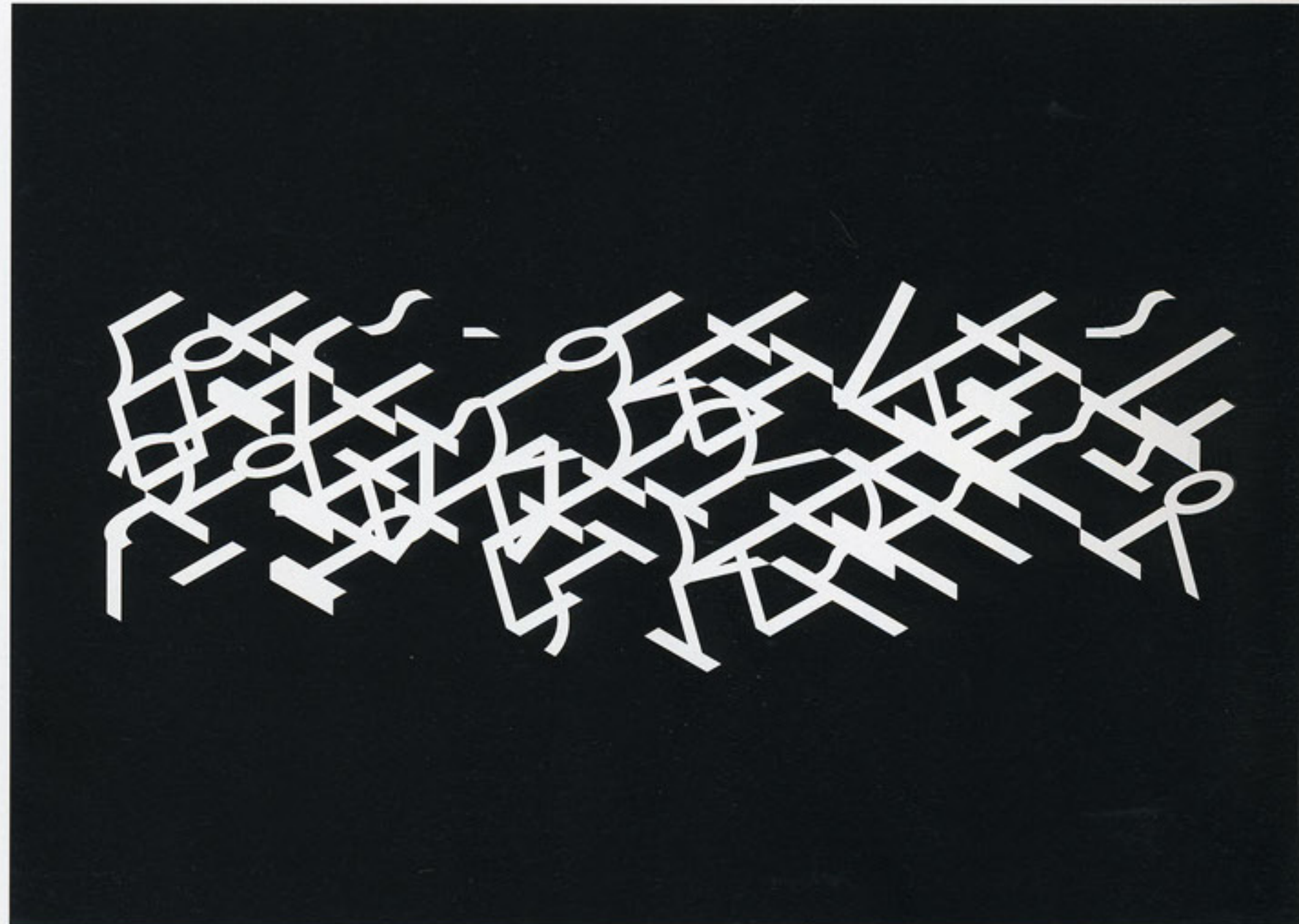
Les mardis de la Scam*

Le mardi 12 novembre 1991, à 19 heures, au Centre de la Culture de Paris, se tiendra la séance de travail de la Société Civile des Auteurs Multimedia. Cette séance sera présidée par Catherine Zask, Art Director/Creative Director/Designer. Elle sera ouverte à tous les auteurs et artistes intéressés. Les participants pourront assister à une présentation de l'œuvre de Catherine Zask, ainsi qu'à une discussion sur les enjeux de la création multimedia. Les inscriptions sont closes.



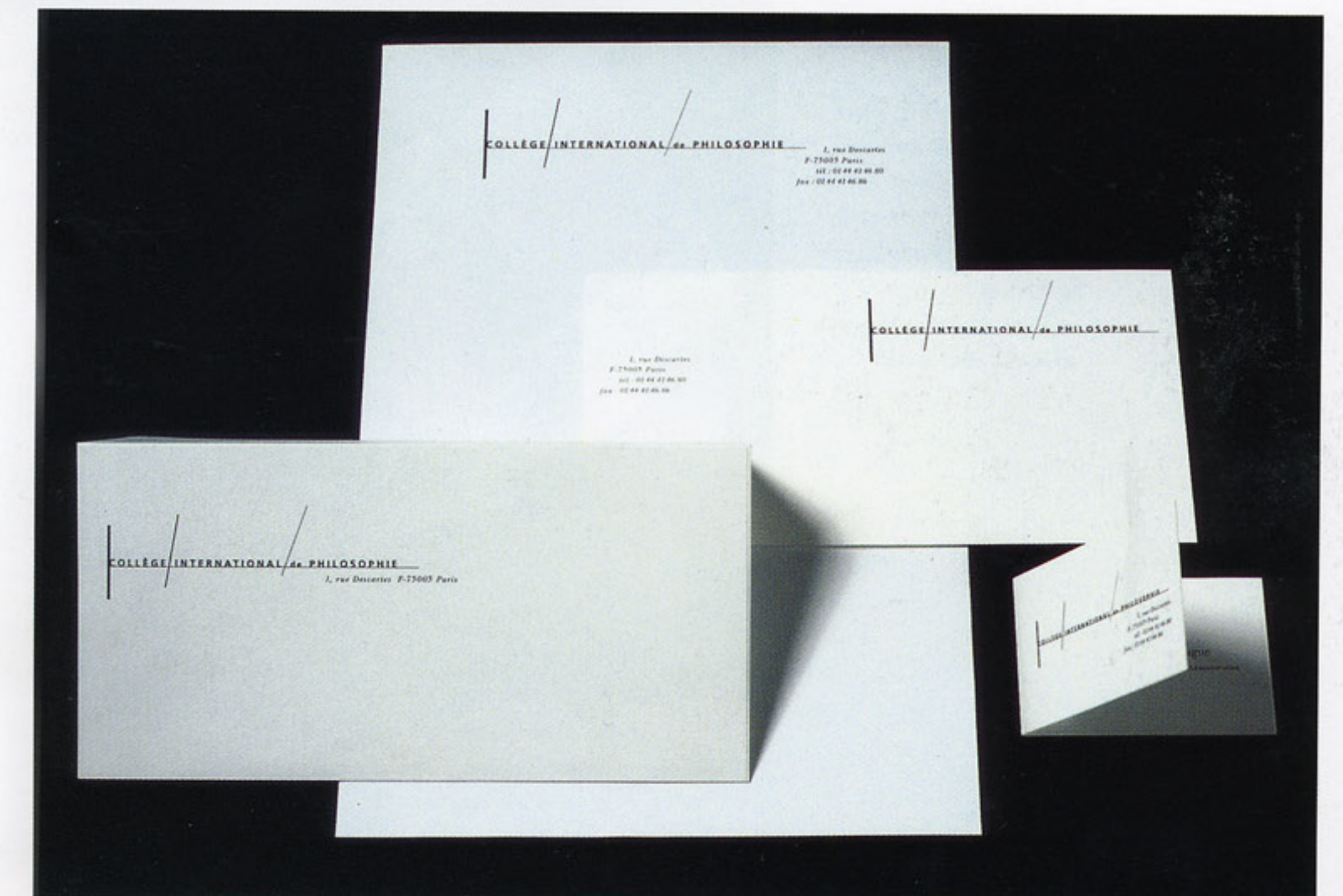
Fascinated by letterforms as signs, Catherine Zask has developed her own type treatments that abstract the strokes of familiar characters within geometric grids, creating energetic, seemingly random patterns.

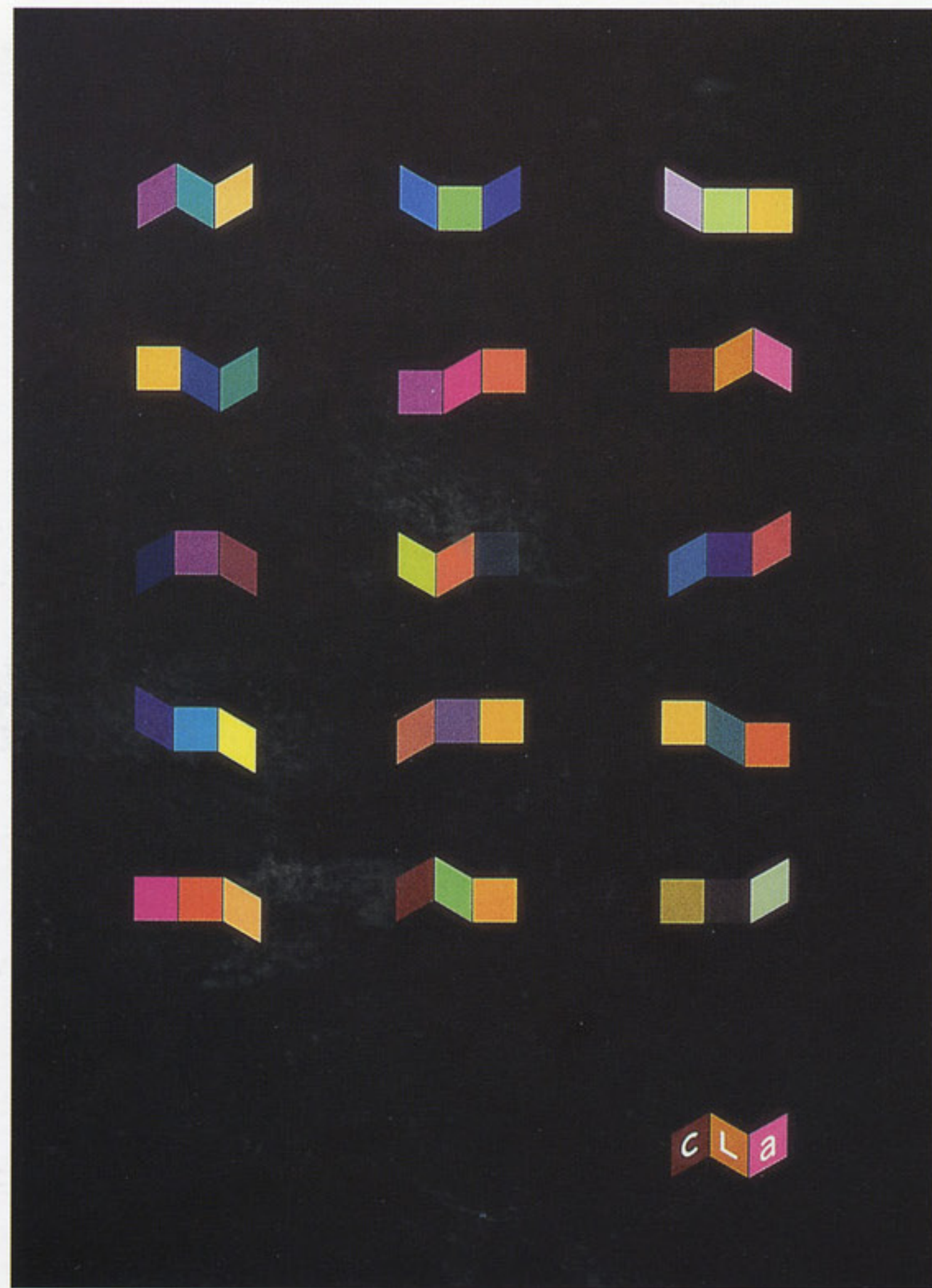
ART DIRECTOR/CREATIVE DIRECTOR/
DESIGNER: Catherine Zask



A gentle, random pattern of vertical hairlines and perfectly harmonized colors give refined, contemporary style to stationery and booklets for the Collège International de Philosophie in Paris, which is located, appropriately, on the rue Descartes.

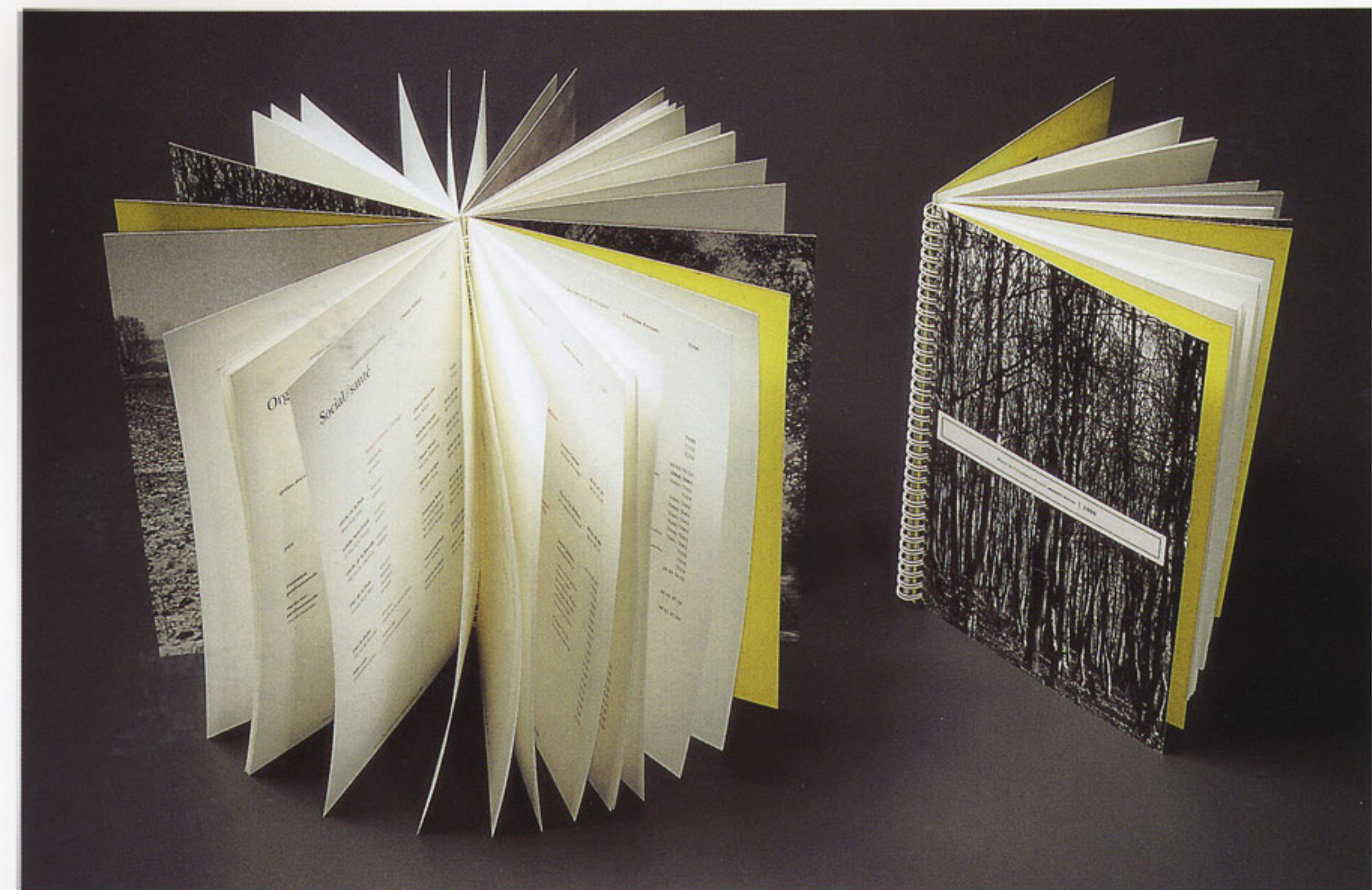
ART DIRECTOR/CREATIVE DIRECTOR/
DESIGNER: Catherine Zask





For the Centre de Linguistique Appliquée, a language school within the University of Franche-Comté near the French-Swiss border, Zask created a visual identity scheme in which little geometric forms that resemble multi-colored ribbons animate each design.

ART DIRECTOR/CREATIVE DIRECTOR/
DESIGNER: Catherine Zask



Zask designed this telephone directory for the city hall of the town of Tremblay-en-France.

ART DIRECTOR/CREATIVE DIRECTOR/
DESIGNER: Catherine Zask



The abstract, rectangular logo that Zask designed for the Musée d'Épinal, seen here in visual-identity materials for the museum, appears to evoke a window or a frame.

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