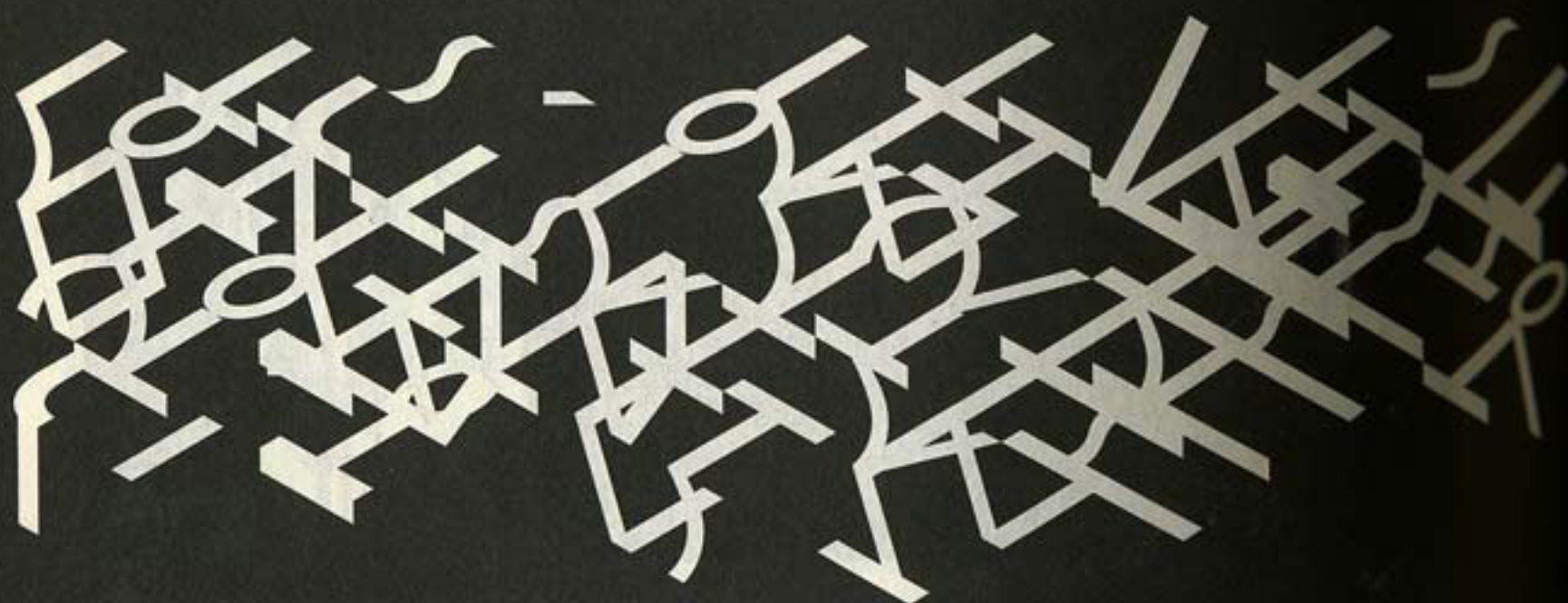


catherine.zask.france

카트린느, 자스크.



Catherine Zask was born in 1961 in Paris, where she currently lives. She graduated from the École supérieure d'arts graphiques (ESAG) in 1984, and in 1986 she set up her own studio. She works mainly with cultural institutions in long-term collaboration, through creating their visual identity and designing the many aspects of the promotional material. Parallel to her work with clients, Catherine Zask explores the realm of letter, tracing and sign. In 1993, she was awarded a grant for the Villa Medici, académie de France in Rome, where she resided for one year. She is a member of the AGI.



dreams you don't interpretate are like letters you don't read composed in "Alfakub". 1997

카트린느 자스크는 1961년 파리에서 출생했다. 그는 고등 그래픽아트스쿨(ESAG)을 1984년에 졸업하고 1986년에는 자신의 스튜디오를 열었다. 그녀는 주로 오랜 기간을 두고 문화기관과 작업하고 있다. 시각 아이덴티티나 홍보물을 만들어 주는 것이 주요 업무이다. 고객들과의 작업과 병행하여 자스크는 글자, 투사, 사인의 영역을 탐색한다. 1993년 로마에 위치한 프랑스 아카데미 빌라 메디치 상을 수상하였고 1년 동안 로마에서 거주했다. 현재 국제그래픽언맹 AGI 멤버.

***LA CULTURE
N'EST PAS, ELLE
CONQUIERT.**

Les mardis de la Scam*

[illegible]

a series of 14 invitations- poster-mainfest for the scam. 1996.



Since 1986, my graphic work has been constantly shifting back and forth between commission work and personal research. Being a graphic designer is about being a channel (intermediary, interpreter) between an emitter (who formulates a more or less precise request) and an end-user. A designer's work consists of giving ideas a visual existence. This does not necessarily mean that ideas are prior to their visual shape. Sometimes the visual "find" stems from intuition. The next stage, which is essential, consists of validating intuition: formulating, clarifying, expressing. The words put the image to the test, and declare it to be valid or else inept. But whatever the process, when a designer creates something visual in the framework of a commission, it is always in order to communicate, to render visible, legible, desirable: to convey meaning. Clarity is crucial; it is the condition for achieving beauty. And beauty is about creating meaning, enriching the message as well as the recipient. Words are my raw material: it is what sparks my imagination, whether in the framework of a commission, or else within personal projects. Reading, saying, writing, pulling apart, rubbing words against each other, splintering letters: this is what gives rise to visual creation. I am a designer and I am an artist. I can only be at peace with graphic design if I devote time to exploring, working through, creating projects that are my own. 1986년 이후 나의 그래픽 작품 활동

작업의 과정

은 주문 제작 과정과 개인적인 연구 작업 사이의 경계를 끊임없이 넘나들게 되었다. 그래픽 디자이너는 (때로는 정확하고 때로는 다소 부정확한 요청서를 전송하는) 송신자와 최종 사용자 사이의 중개 경로(매개자, 통역자)로서 역할을 해야 한다. 디자이너의 작품 세계는 아이디어의 창출과 시각적 존재의 형태로 구성되어 있다. 이것은 반드시 아이디어가 그 시각적 형상 이전에 분출되어야 한다는 사실을 의미하는 것이 아니다. 때때로 이 시각적 "탐색" 작업은 직관으로부터 도출되기도 한다. 또 하나의 본질적 요소라 할 수 있는 그 다음 단계는 이 직관의 세계를 검증, 즉 공식화, 명료화, 표출화하는 과정으로 형성된다. 문자는 이 직관적 이미지를 실험의 공간으로 위치시킨 후, 그것이 유효한지 아니면 부적합한지 여부를 공식적으로 천명하게 되는 것이다. 하지만, 그 진행 과정이 어떻든지 간에, 디자이너가 주문 작업의 영역에서 시각적인 대상을 창작하게 되는 경우, 그 기본적인 방향은 항상 시

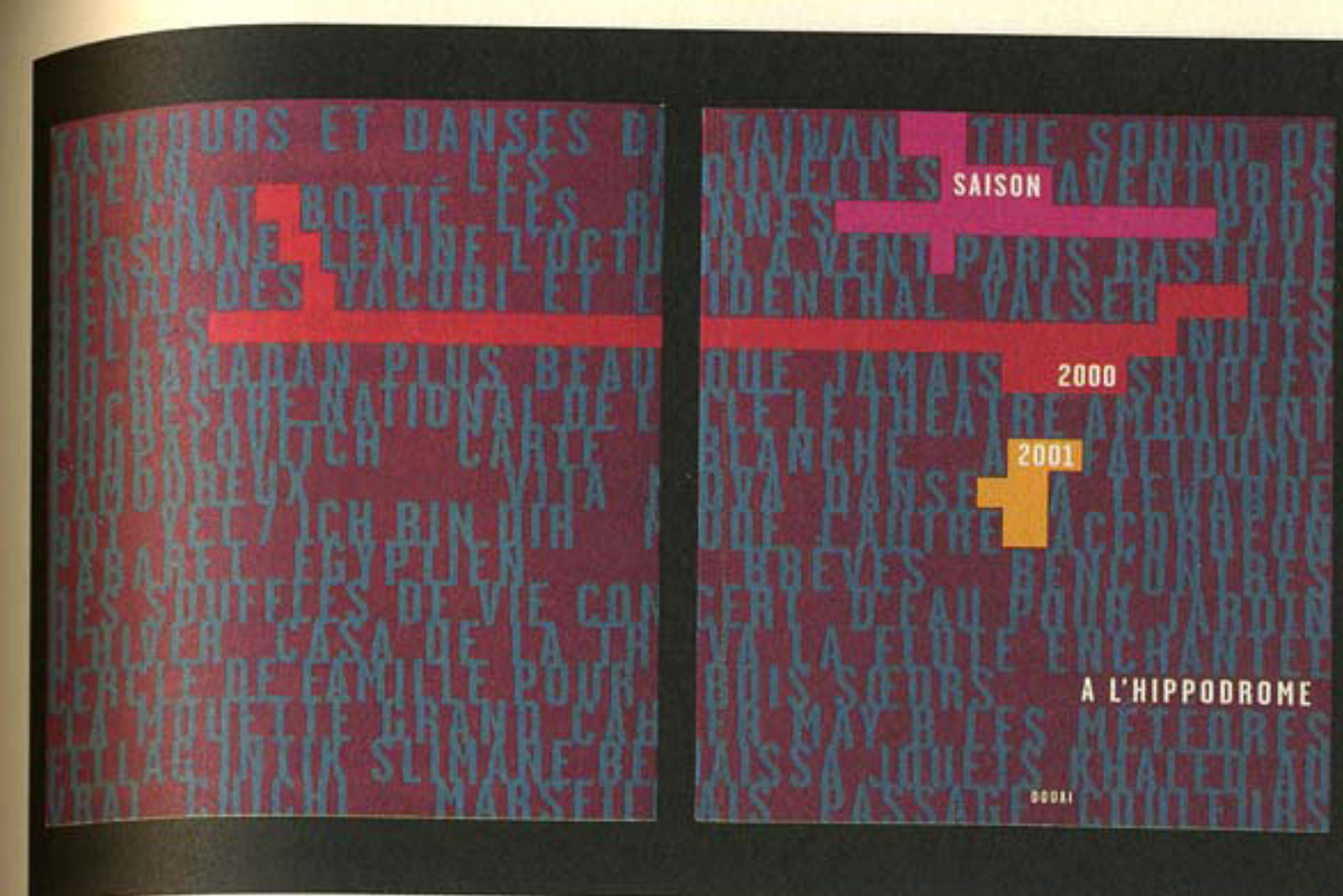
각적이고, 가독성이 있으며, 바람직한 그 어떤 의미를 교류하고, 전달하며, 표현하기 위한 것이다. 이 과정에서는 명징성이 하나의 핵심적인 부분이다. 이것이야말로 미적 가치를 발현하기 위한 필수 전제 조건이라 할 수 있다. 그리고 이 미적 가치의 의미를 창조하고, 메시지 자체 뿐만 아니라 수신자에게 풍부한 감동의 영역을 드높일 수 있어야 한다. 문자는 원재료로서, 내가 주문 작업의 틀에 묶여 있거나, 아니면 개인적인 프로젝트에 매달려 있는 모든 상황에서 나의 상상력을 자극하고, 분기창기시켜 준다. 독하고, 구술하며, 기록하고, 해체하며, 서로 윤색하고, 분화하는 과정은 우리로 하여금 시각적 창조 활동에 몰입할 수 있도록 안내해 준다. 나는 디자이너인 동시에 아티스트이기도 하다. 나의 신의 고유한 프로젝트를 탐구하고, 실천하며, 창작하기 위해 헌신적으로 시간을 바칠 수 있을 때에만 나는 기쁜 마음으로 그래픽 디자인의 활동에 매진할 수 있게 되는 것이다.

The alphabet is based on the Greek letters of the Greek alphabet. 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 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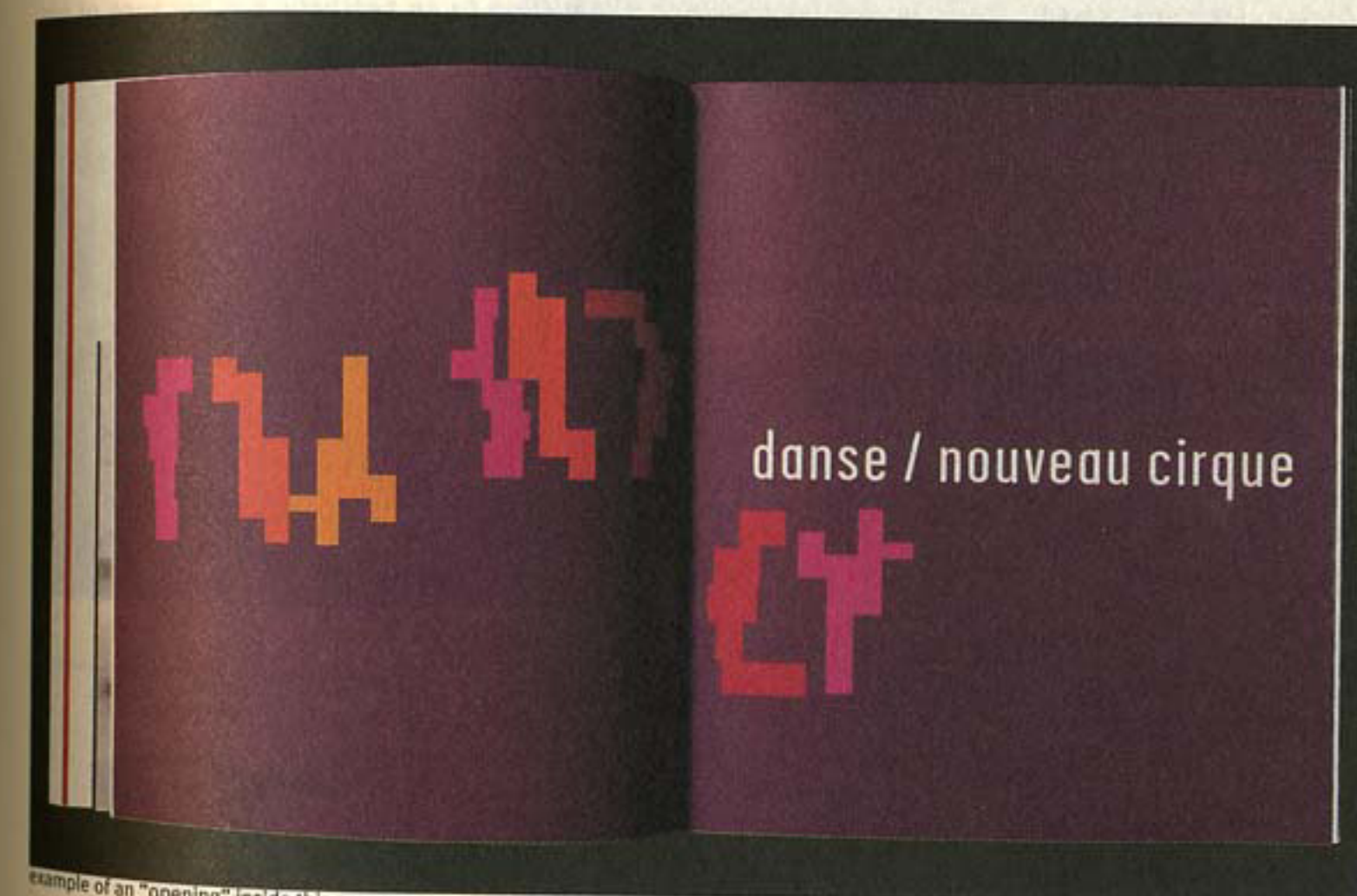


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