

Stefan Sagmeister

A PIECE OF SOUND ADVICE + A SINGLE WARNING TO A DESIGN STUDENT

Work your ass off +
Don't be an asshole

YEAR OF PROJECT

1984

STUDENT PROJECT BRIEF

To save a historic theatre from destruction by bringing it back to the attention of the Viennese public

COLLEGE

Universität für angewandte Kunst Wien (Austria)

TUTOR(S)

Prof. Kurt Schwarz

COLLABORATOR(S)

Thomas Sandri (manufacturer)

TECHNOLOGY

Various media

TIME SPENT

6 months

TYPEFACE

Custom font

WHY DO YOU LIKE THIS PROJECT?

It was a fun process to be able to come up with 20 different posters for the same theatre, and, as a student, it was such a thrill that the project was 'real', i.e., that parts of it got produced and were hung all over Vienna.

WHAT DO YOU DISLIKE ABOUT IT?

I would take the form more seriously.

OUTCOMES

That was one of only two 'real' projects in my portfolio that I was happy with at the time.

FEEDBACK

It worked; the theatre was saved, and is now one of the leading theatres in Vienna.

FAVOURITE FOOD THEN

Zürich veal with cream sauce and mushrooms

YOUR MOST VALUED POSSESSION THEN

Silkscreen equipment



Project Then

PROJECT SIMILARITIES THEN AND NOW

Variations on a theme.

Stefan Sagmeister (Sagmeister Inc.)

A VALUABLE QUALITY FOR A DESIGN STUDENT + A DESIGN PROFESSIONAL

Tenacity + Curiosity

YEAR OF PROJECT

2008

PROFESSIONAL PROJECT BRIEF

To create a visual identity for a music centre in Portugal

CLIENT

Guta Muera Guedes, Casa da Musica

COLLABORATOR(S)

Matthias Ernstberger, Quentin Walesh, Ralph Ammer

TECHNOLOGY

Various media

TIME SPENT

10 months

TYPEFACE

Custom font

WHY DO YOU LIKE THIS PROJECT?

It's a good example of a changing identity really working for the client's interest. Our goal was to show the many different kinds of music performed in one house. Depending on the music it is filled with, the house changes its character and works differently by displaying different views and facets of music. A Casa da Musica logo generator was developed – a custom piece of software connected to a scanner that turns any image into an animated and still image Casa da Musica logo within a fraction of a second.

WHAT DO YOU DISLIKE ABOUT IT?

I would stay involved longer than two years.

OUTCOMES

We receive many client calls about identities, saying that they saw Casa da Musica.

FEEDBACK

The identity received a lot of press in design circles and is still properly used even after the marketing director changed.

FAVOURITE FOOD NOW

Tiny bowl Shanghainese soup dumplings

YOUR MOST VALUED POSSESSION NOW

My dad's watch



Project Now

DO YOU TEACH?

Graduate Design, School of Visual Arts, New York (USA).
Course name: Is it possible to touch someone's heart with design?

IS IT POSSIBLE TO TEACH DESIGN?

I learned the most from my classmates.