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Study Career Coaching

Step 1:

1. The Anthropocene Project: <https://theanthropocene.org/exhibition/>
 - a. A multidisciplinary project that highlights the impact that humans have on our planet be it beautiful or ugly.
2. The Skateroom: <https://theskateroom.com/>
 - a. A project that collaborates with major artists to print their artwork on skateboards.
3. Mate Act Now: <https://www.mateactnow.com/>
 - a. A climate change protest for the digital generation.

The Anthropocene Project:

The Anthropocene project is a culmination of several different practices in the arts, all coming together to highlight the effect humanity has had on our planet. The project was initiated by Edward Burtynsky with filmmakers Jennifer Baichwal and Nicholas de Pencier.

They were inspired to make this project because of the massive debate around the anthropocene era. Their project works to show the real and everlasting effects the human kind have had on the planet.

The project exists for anyone to marvel at the vast amount of damage put forth on our planet.

Funded by these organizations:

- Telus Fund
- Canada Media Fund
- Telefilm Canada
- Bell Fund
- Crave
- Ontario Creative
- Rogers Cable Network Fund
- Rogers Documentary Fund
- TVO
- The Canadian Film or Video Production Tax Credit
- Planet

The main idea that fueled this project was that Edward Burtynsky believed that scientists were bad story tellers. He said that as an artist, he could show the world the story of the planet earth in a way that no one else could.



This project reminds me of social practice. Not because it revolves around society, but because it's main purpose is to show humanity, their impact on the world.

<https://www.bjp-online.com/2018/10/edward-burtynsky-the-anthropocene-project/>

The Skateroom:

The Skateroom is a unique project bringing popular artists and skateboarding into one. It's main purpose is to donate a large chunk of their profits to social projects around the world. The way they make money is by partnering with artists around the world and printing their artwork on skateboards that people can purchase.

The project was founded by Charles-Antoine Bodson, a social entrepreneur living in Belgium. He had previously owned an art gallery.

The target audience for the skateroom is primarily skaters. They are the main niche that this organization is targeting, however, the audience would even extend to fans of the artists that are featured on the skateboard decks.

The project was primarily funded by Charles himself, when he sold his rare collection of skateboard decks for 50,000 dollars.

The skateroom has collaborated with and featured a great deal of critically acclaimed artists on their skateboard decks including but not limited to: Andy Warhol, Keith Haring, Jean-Michel Basquiat, Vincent Van Gogh, Steven Harington, Grayson Perry, Ai Wei Wei and Shephard Fairey.

Charles got this idea from the award winning NGO Skateistan and the opening ceremony of a skatepark in Cambodia.

I see elements of the social practice in this project. It centers itself around helping support social projects through the collaboration with artists around the world.

https://www.artspace.com/magazine/interviews_features/qa/skateroom-charles-antoine-bodson-interview-53350

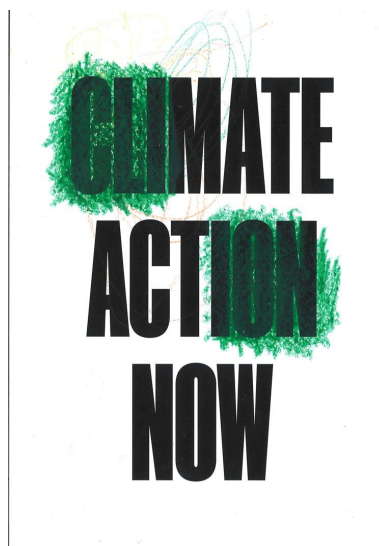




Mate Act Now:

Mate, Act Now is a digital age protest against climate change started by Chris Flack. Designers and studios all around the world created over 150 posters for the cause.

The project began in New Zealand as a reaction to the bushfires that raged through the continent. While Chris was trying to explain the fires to his young son, he ended up creating the Mate Act Now poster with him. Having his 9 year old scribble with crayon over the selected letters in the poster. Chris' project was given yet another dimension because of the pandemic COVID-19.



The target audience for this project would be anyone on the internet and designers all over the world.

Some of the design studios involved include: Design by TOKO, New territory, superfried, One Design and The Designers Foundry.

I believe this project reflects aspects of the social and autonomous practices. It focuses around spreading awareness for global warming through artist collaboration sprouted from one individual in New Zealand.



Step 2:

For this next step in the research process, I decided to continue exploring the graphic designer, Chris Flack. I think that out of all of the projects that I have researched, Flack seemed like the best one to explore deeper. Even though with the first two projects I had looked into, (The Anthropocene Project and The Skate Room) were larger and more accredited, they were slightly off the mark in terms of assignment's requirements; which were graphic design. With the Mate Act Now project, there was actually a designer that I could do research on. On top of that, I felt as though this project reflected the social practice better than the latter. The aspect of having designers from different countries and studios participate, made it reflect the practice nicely.

Step 3:

Chris Flack is a graphic designer living in New Zealand. He graduated from the Design and Arts college of New Zealand in 2003.

Flack's style consists of clean posters, books and products with modern typography and geometric shapes. His color choices often tend to be on the uplifting and bright side of the spectrum thus reflecting a core part of his personality. His projects also lean very much into the social aspect of the arts.

Flack also seems to be very well decorated, having received around 8 awards for his work in the past. These include:

- **Clio Awards**
Silver—Giacometti Shadows, Environmental Graphics, 2007
- **Tokyo Type Directors Club**
In Book—Dalman, Architects of Space, 2018
- **Communication Arts Awards**
Shortlist/Finalist—TEDx360, Design Annual, Communication Arts, 2017
In Book & Excellence—Thinking 5, Typography Annual 6, Communication Arts, 2016
Featured—Giacometti Shadows, Annual 14, Communication Arts, 2008
- **Marketing Week Awards**
Gold—iExplore, Travel & Engagement Category
- **European Excellence Awards**
Best International Communication, Bacardi Limited
- **Museums Australia Awards [MAPDA]**
Winner—Judges Special Award 2007
Winner—Corporate Identity, Publication & Marketing Awards 2007

Something noteworthy about his life that's not graphic design related would be his so called 'comfort zone challenge' where he pushed himself to do things that took him out of his comfort zone every week for a year. This gives a very interesting insight into the person that is Chris Flack. He seems to like to push himself and be a better person. Many of his passions and comfort zone pushes include activities that take place outdoors. On top of this in 2011, he coordinated an expedition to Mount Kilimanjaro. His love for the outdoors and the planet might be a massive contributing factor to his most recent project; Mate Act Now.

Chris Flack's previous work covers several different bases, from working with companies to running his own graphic design led social projects, one of which is called 'Comic Sans for Cancer'. Flack in this project once again collaborated with several designers around the world to make an art book that centers itself around designers using comic sans. Chris Flack seems to be very aware of how he wants to help society with his talents, there is no shortage of his ideas for making something positive for his community.

Chris Flack has worked in several graphic design studios and collaborated with countless people throughout his career. Here is a brief timeline of his professional history:

1. Creative at Strategy Creative
 - a. New Zealand
 - b. 4 years and 6 months
2. Designer/ Art Director at 23Red
 - a. London, United Kingdom
 - b. 1 year and 6 months
3. Designer/ Art Director at Kindred
 - a. London, United Kingdom
 - b. 1 year
4. Lead programming guide at Full On Ltd
 - a. Wales, England
 - b. 4 years and 3 months
5. Senior Designer/ Art Director at TVC Group
 - a. London, United Kingdom
 - b. 4 years
6. Design Director and Studio Director
 - a. Christchurch, New Zealand
 - b. 5 years and 7 months

I believe that most of his experience as a graphic designer came from his experiences outside of his education. Chris Flack's countless creative positions in several different companies must have helped forge his design identity that we can most likely see today. As well as this, I believe that his experiences outside his art like climbing Mount Kilimanjaro and pushing his comfort zone for an entire year also helped build his identity. Although the data to me, subjectively points in this direction, it cannot be conclusively be said that his 3 years in school did not help him.

Although Flack has a relatively small fanbase and following, he uses his vast array of connections in the creative industry to propel his ideas and projects. It can be observed that many of his large scale projects involve collaboration with design studios and artists all over the world.

<https://www.behance.net/gallery/28726337/Comic-Sans-For-Cancer-Campaign-Exhibition>

<https://www.behance.net/chrisflack>

<https://www.linkedin.com/in/flackchris/?originalSubdomain=nz>

<https://www.designweek.co.uk/issues/20-26-april-2020/mate-act-now-earth-day/>

What did I learn from my research?

I think out of all of the research I have done on Chris Flack, the thing that I really took from him was that I have to push my boundaries. This was definitely a theme of my first year of university;

If I am to succeed, I must keep pushing myself. Not only in ways like skydiving or swimming with sharks, but with my collaborations too. Chris Flack's portfolio is jam packed with projects that are driven by collaboration. A phrase that really stuck out to me during the social practice was: 'make art by participation'. I think that Chris Flack really embodies that phrase as a whole.

Another insight I developed over the course of my research on Flack, was that his schooling experience was very short lived. From what I could gather from his resume, it seemed that he only did 3 years at a design college; he very quickly after that joined the workforce. This, in some way, made me realize that everyone carves their own path in this world. Sometimes I get really stressed about my success and this was able to make me think a little bit more rationally about my future as a designer or creative.