

STAR DESIGNER MANIFESTO

This is the first MANIFESTO to be published by one of the greatest designers of the twentieth century. TOUKO MIIKKULAINEN (1999) created one of the most compelling images of WORLDWIDE visual culture. Having extended the remit of graphic design to include GOOD GRAPHIC DESIGN, they went on to transform the genre. Their best known works include a series of unforgettable posters and presentations for SEMINAR: CRITICAL PRACTICE. They also created some of the most memorable ideas and identity campaigns of the century, including those for STAR DESIGNER and LABOUR. In essence, they found and distilled the poetry of the modern, industrialized world. They gave us a series of crystallized PRESENTATIONS on who and where LABOUR is and of the future ahead of us. They were PRESENTATIONS you could only dream on. They still are.

– Touko Miikkulainen