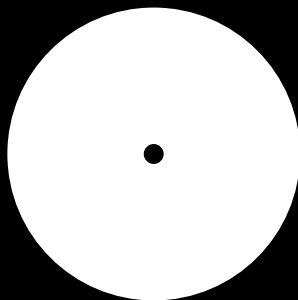

LOUD GRAPHIX



12 - 27.05.07 BERLIN
GRAPHIC DESIGN
IN CLUB CULTURE

EXHIBITION 12. - 27.05.

& PANELS 13. & 17.05.

LOFT 3RD FLOOR ABOVE 103 CLUB

FALCKENSTEINSTR. 47, 10997 BERLIN

OPENING PARTY 12.05.

CLUB 103

FALCKENSTEINSTR. 47, 10997 BERLIN

SPEKTRUM 16.05. - 20H & 22H

AUDIOVISUAL CONCERT

ZEISS GROSSPLANETARIUM

PRENZLAUER ALLEE 80, 10405 BERLIN

SPEKTRUM AFTERSHOW 16.05.

CAFÉ MOSKAU

KARL-MARX-ALLEE 34, 10178 BERLIN

Since the very beginning of sound carriers, music and graphic design have been two integrative parts of the same product. But what is the function of a cover sleeve? Simply ornament, pure eye catcher in order to generate sales or rather the illustration of the music and its cultural context? The best covers probably fulfill both functions.

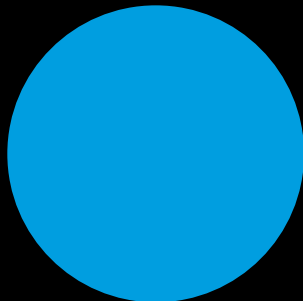
In former days music lovers collected rare vinyl pressings imported from the other end of the world. Today a growing number of consumers download their music from the Internet not caring about any visual representation of the music they consume. Decreasing record sales also lead to smaller budgets for sleeve design.

But that does not mean that graphic design has become less important. It might not be printed on paper anymore, but the increasing number of audiovisual applications in all kinds of technical gadgets require new visual formats and offer new chances to music related graphic design.

LOUD GRAPHIX focuses on the European club culture of the last 20 years and highlights the tight bounds between music, graphic design and cultural expression by showing a few very influential examples. At the same time we discuss the consequences graphic design has to expect from the important changes in music industry with experts of the concerned groups.

Initiators of Loud Graphix are Mode 2, the acclaimed graffiti artist and Dirk Rumpff, DJ, producer, music journalist and host of the OFFtrack radio show. They teamed up with Atilano González who is responsible for the event coordination.

In collaboration with 



LOUD GRAPHIX will hold an exhibition with a focus on the cities of London, Amsterdam and Berlin. It follows an open concept, exposing not just record sleeves but also photographs, flyers and video art.

The exhibition features artwork from single artists, collectives as well as labels and clubs which have visually influenced one of the many different definitions of club culture. The artists are invited to show their most recent work along with their classical pieces.

SAT 12.05.07

20H **OPENING OF THE EXHIBITION**

MUSIC **TONY NWACHUKWU**

LOFT 3RD FLOOR ABOVE 103 CLUB FALCKENSTEINSTR. 47

23H **LOUD GRAPHIX OPENING PARTY**

WITH **ISOUL8, AFRONAUGHT, DIRK RUMPF, AARDVARCK, REDNOSE DISTRIKT, CITIZEN, FLORA&FAUNAVISIONS**

103 CLUB FALCKENSTEINSTR. 47 — 10 €

SUN 13.05.07

19H - OPEN END **LIVE PAINTING** PLUS MUSIC & DRINKS

WITH **MODE 2** + DJ **TOMBOY** GOMMA, COPENHAGEN

LOFT 3RD FLOOR ABOVE 103 CLUB FALCKENSTEINSTR. 47

DELTA AMSTERDAM

Boris Tellegen is one of the pioneers of the European graffiti movement from the moment he placed his alias DELTA for the first time on the wall, in 1984. As from that time he tried to be & stay the best of all other graffiti writers and remain successfully. In 1986, he started his own graffiti crew, called INCONTROL (INC). DELTA developed in the course of years a complex and spatial style. His study factorial industrial designs at the technical university in Delft influenced his work visibly. In 1994, he graduated as an engineer, since then he works as an artist and graphic illustrator. Even without using DELTA explicitly in his designs, experts recognise him immediately from his style.

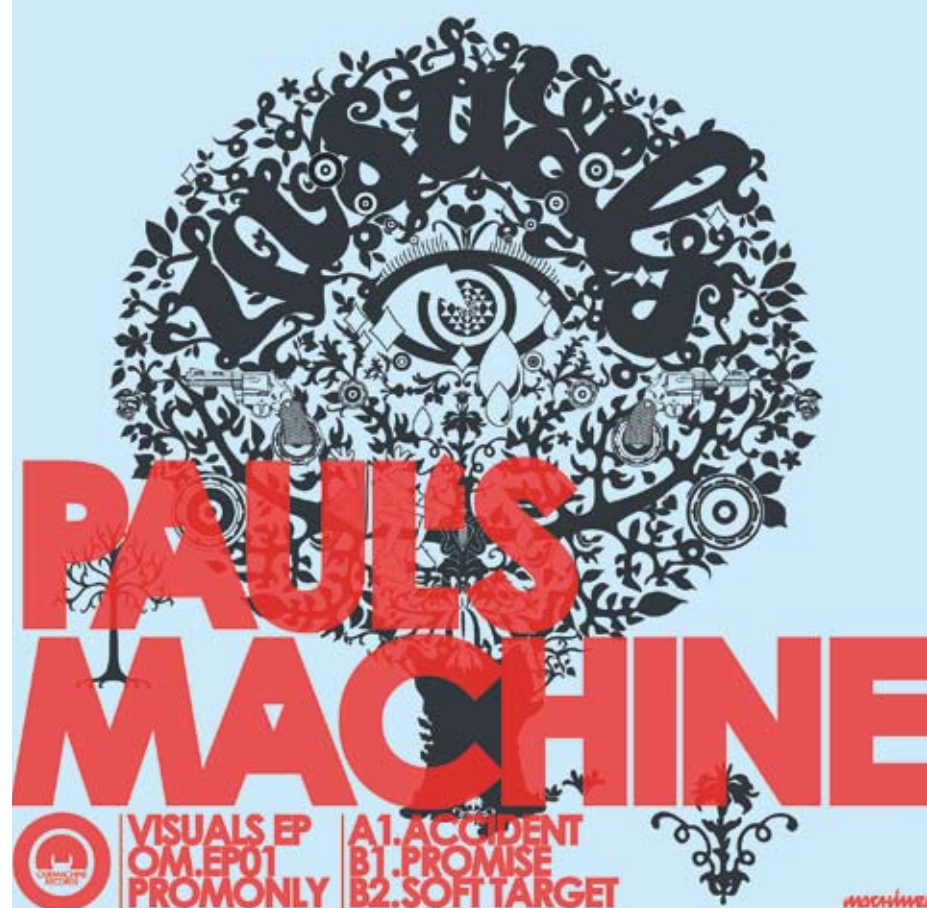
www.deltainc.nl



MACHINE AMSTERDAM

The Machine collective has been active in the field of graphic design and (audio) visual art since the mid-nineties. Their first collective was called DEPT. Operating from Amsterdam, they have worked for numerous clients, big and small, foreign as well as local. Witnessing the start of the World Wide Web, working on different types of media has always been a logical sequence for them and others from that era. A poster could become a movie, a painting could become a t-shirt. The difference in doing independent projects or working for clients is minimal. Their designs are on the edge of being autonomous, and the art they create has a certain directness that is in close relationship with the approach of graphic designers. Their visual language stems from a diverse background; inspired by the history of art and design, street culture, political activism, and music, Machine seeks to visually and conceptually redefine the different fields they operate in. Machine is tightly connected to the local scene because a lot of their work is music related. Flyers, logos and posters for numerous club nights were always a field with the much needed room for an experimental approach to defining the look of various musical trends. Another example of this relationship is the Kindred Spirits record label, that is exclusively designed by Machine. Next to starting up a record label called Ourmachine records, the Machine Hot Couture line offers a new field of expression for the collective.

www.ourmachine.com





PARRA AMSTERDAM

31-year-old Dutch illustrator and designer Parra has decorated the Amsterdam underground with his playful, bizarre graphics that span a broad base of themes, from introspective to audacious and bawdy. The mostly self-taught artist seems to channel a Vintage form with curves, yet with a decidedly modern, post-pop approach. His vibrant images, which feature a distinctive, hand-drawn feel, can be seen printed on paper in various exhibitions around the globe, on a flyer for a club near you, on the sleeve of a record, on billboards and silkscreened on tees and sweaters. Parra is represented by the London based agency Big Active and is co owner of the new wave clothing label Rockwell.

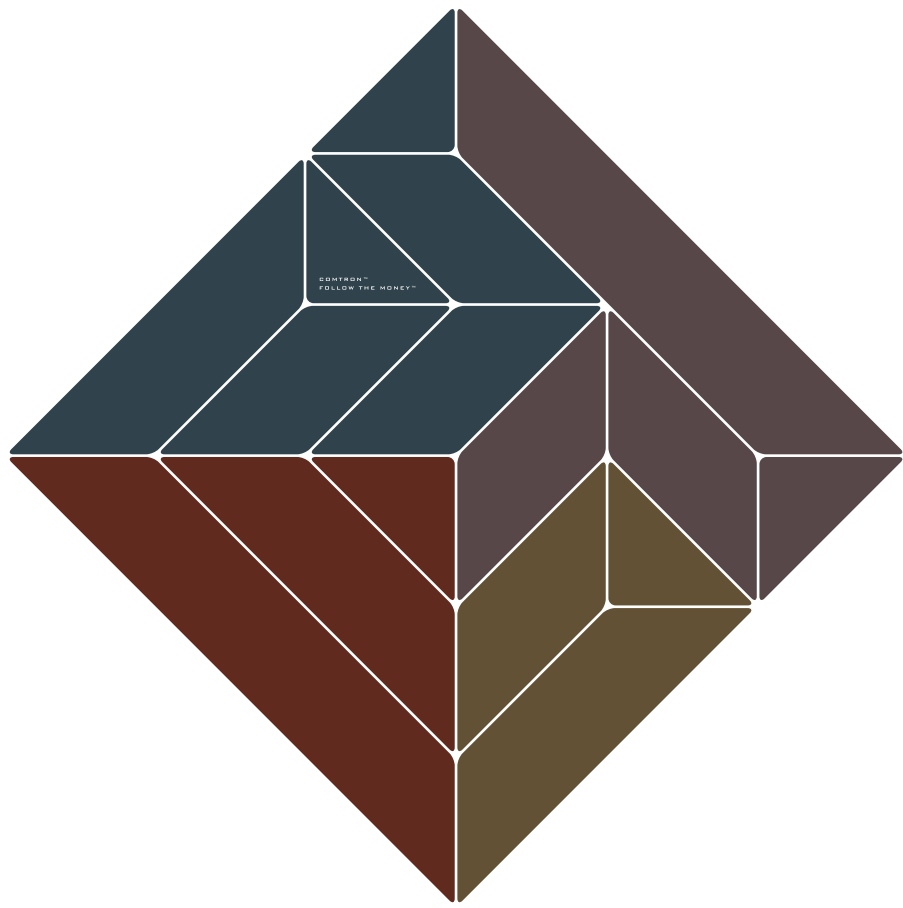
www.bigactive.com

www.rockwellclothing.com

NIELS SHOE MEULMAN AMSTERDAM

Niels Meulman's initial recognition came as "Shoe" within graffiti culture, which evolved into formal typography, graphic design and global brand communication, recently culminating in a fashion design line for the British sports brand Umbro, which includes a signature shoe design. A graffiti legend by 18, Meulman became apprentice to Dutch graphic design master Anthon Beeke. Throughout the nineties Meulman ran his own design studio Caulfield & Tensing, before joining FHV/BBDO as senior art director. His designs and artwork are part of the permanent collection of the Stedelijk Museum in Amsterdam and the San Francisco Museum of Modern Art. Currently Meulman is running his company Unruly, a flexible outfit for creative direction that specializes in typographic design.

www.nielsshoemeulman.com



JUTOJO BERLIN

Graphic designer Julie Gayard, film-maker Toby Cornish and architect Joni Braun fused together in 1999 to establish Jutojo, an analogue media collective looking for solutions to the visual and atmospheric needs of surfaces, spaces and gatherings of people, from record covers to music videos to large scale events. Jutojo has committed its ideas to site-specific light constructions using light, film-, video- and slide-projection in combination with suspended mobile screens and inflatable surfaces. Working initially in Berlin night clubs for dj collective Jazzanova, plus designing their cd artwork, Jutojo has broadened its horizons to work in galleries, theatres, public spaces alongside visuals in clubs and at festivals throughout Europe and Japan.

www.jutojo.de



DANIEL PFLUMM BERLIN

Daniel Pflumm operates with the glossy veneer of smooth surfaces: garish logos, corporate symbols and brand-names frenetically alternate. Pflumm detaches the labels from their context (TV or Internet), re-models them on the computer, breaks them down into their structural elements, and sets these constituents spinning in an endless loop. He also combines found material with the labels adorning his own projects. As a “media artist”, Pflumm resists the compulsions of the video genre and the corresponding artistic mission of the *mis-en-scène*. Instead, he incorporates the video clips he uses into a rhythmic sequence that also includes digitalized, abstract patterns of movement and “purified” commercials from throughout the world. As a result the boundaries are fluid between Elektro (Club, 1992–1994), AT&T, Panasonic (Club, 1995–1997), Esso, PAN AM, WMF (Club) and Microsoft.

www.danielpflumm.com

THE CUSTOMERS



PROMOTION ONLY



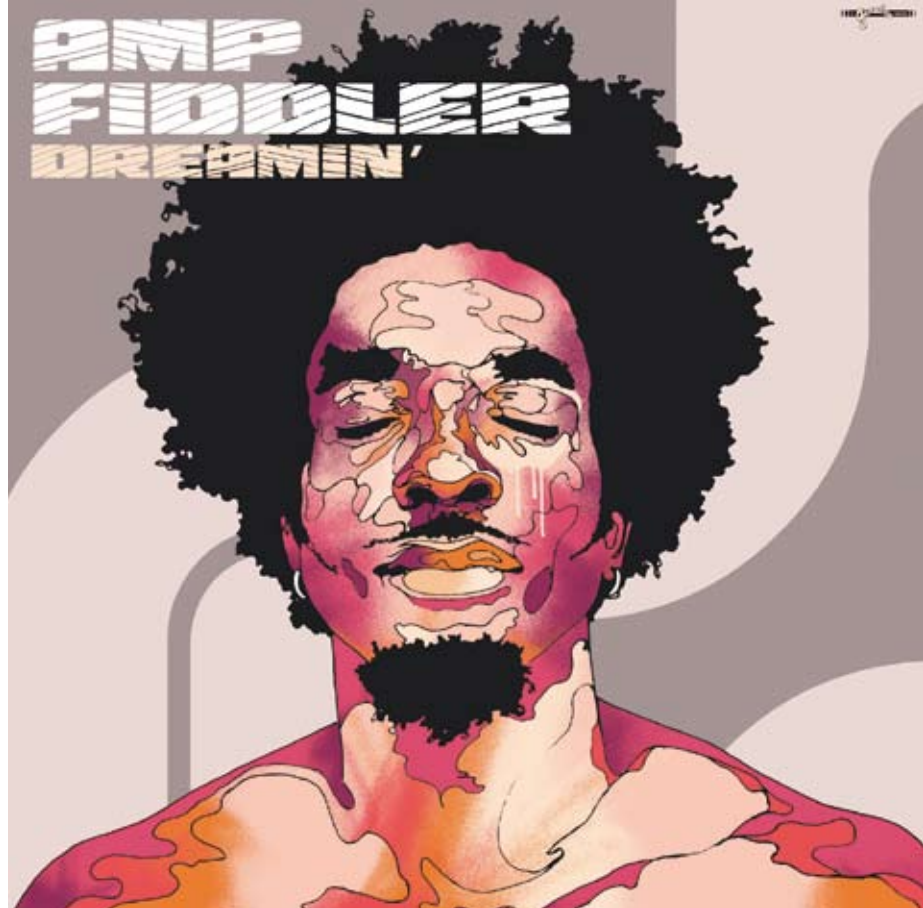
PFADFINDEREI BERLIN

Pfadfinderei is a Berlin-based Design bureau, exploring various visual styles. They set their individual mark in each project they are involved in. Always creating a more than unique style with their seamless mixture of graphic, design, video, print, typography, on-air design, stagedesign and of course vj-ing. Founded in 1998, Pfadfinderei is at the same time a professional design bureau and one of the most highly acclaimed vj-crews not only in Berlin, but throughout Germany. By now, Pfadfinderei consists of eight designers, vjs, artists and typographers. From creating the entire label design of Bpitchcontrol as well as studio environments for MTV to rocking venues and events as diverse as WMF, Watergate, Mayday and Labland translating the liquid pulse of music into vision- Pfadfinderei keeps the underground real and reality upfront.

www.pfadfinderei.com

MITCH LONDON

Through an encounter with Ian Swift aka Swifty, while studying graphix at Manchester, Mitchy Bwoy (as he was nicknamed) became a fully fledged member of the Studio Babylon posse alongside brilliant nu-generation free-style artists like MODE 2, Fred Deakin (Airside, Lemon Jelly) and Robbie Bear (Wadada). Early 1999 the posse went their separate ways and Mitch relocated to Hoxton where he was to share a studio with that dynamic duo, The Light Surgeons. While still connected to the original Babylon crew and Straight No Chaser magazine he launched into numerous clothing projects (mainly in Japan), record cover design work for Warp, PIAS, Wall Of Sound and Bugz in The Attic. This quick style assimilator has produced a torrent of work over the past few years including the visual identity of artists like Amp Fiddler and the broken beat massive around the Co-op clubnight in blurring the boundaries between the digital and the organic. Reckless and prolific, he has unrepentantly served the underground.



MODE 2 LONDON

Mode 2 has been drawing for as far back as he can remember, and spent his youth deep into comics, sci-fi and fantasy literature, as well as role-playing games such as "Dungeons&Dragons". When he finished his 'O'-level exams in summer '84, he started hanging out in central London. Because of his ability at drawing, he decided to pick up the spray can, and from that moment onwards, set about making a name for himself within the global hiphop community. His long years hopping from Paris to London and to the rest of Europe has seen him involved in many diverse projects. While working at Sartoria in Modena, Italy, he initiated the DEFUMO project, working alongside Delta and Futura, with the support of Sartoria, in creating a project involving the painting of a club over a week period. The history that he has lived alongside his contemporaries within this omnipresent culture makes characters such as himself rare pools of knowledge and understanding of a form of expression that many talk about, but so few hold any grip onto its history or its dynamics. Though walking around with his ethics and artistic integrity at the top of his agenda, Mode is constantly on the lookout for new and interesting projects that will challenge, diversify and stretch his body of work even further.

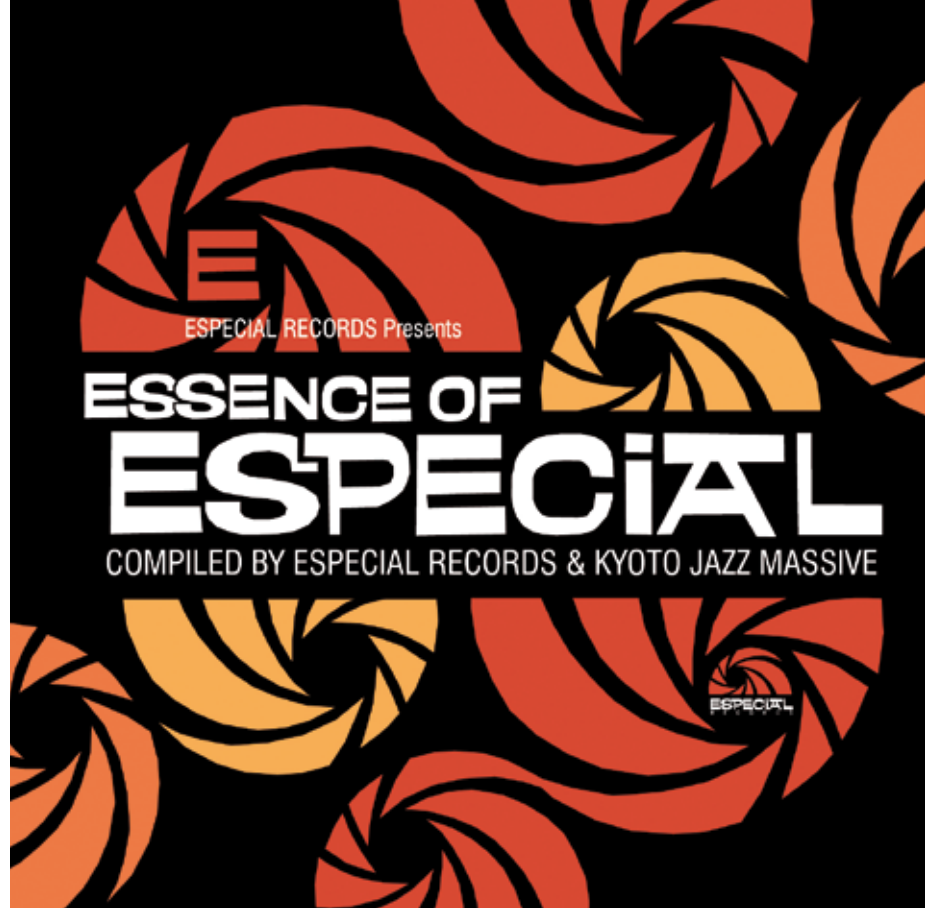
www.mode2.org



SWIFTY LONDON

Ian Swift has studied art and design for communication and in the late eighties he worked as an art director for several magazines such as The Face, Arena and Straight No Chaser. Beginning of the nineties he designed countless record sleeves and flyers as well as developed the corporate identities for Talkin' Loud, Mo Wax and Source 360. Since then he has edited various books and done designs for corporate brands. In 1997 Swift set up TYPO-MATIC, the UK's first independent font foundry. He recently worked for TV stations MTV, Channel Four and does titles for feature films, but he keeps also working on covers for labels such as Especial, Melt2000 and FarOut recordings.

www.swift.co.uk



SAT 12.05.

20H

OPENING OF THE EXHIBITION

MUSIC BY **TONY NWACHUKWU** ATTICA BLUES, CDR, LONDON
LOFT 3RD FLOOR ABOVE 103 CLUB FALCKENSTEINSTR. 47 — FREE ENTRY

23H

LOUD GRAPHIX OPENING PARTY

DJ SETS — ROOM 1

VOLCOV AKA **ISOUL8** SONAR KOLLEKTIV, NEROLI, VERONA**AFRONAUGHT** BUGZ IN THE ATTIC, LONDON**DIRK RUMPF** OFFTRACK, SONAR KOLLEKTIV

LIVE SETS — ROOM 2

AARDVARCK RUSHHOUR, AMSTERDAM**REDNOSE DISTRIKT** KINDRED SPIRITS, AMSTERDAM

VJS

CITIZEN CLUB 11, AMSTERDAM**FLORA&FAUNAVISIONS** BERLIN**103 CLUB FALCKENSTEINSTR. 47 — 10 €**

The **LOUD GRAPHIX** opening will take place in the loft on the 3rd floor of Falckensteinstr. 47 with music by London's **TONY NWACHUKWU** of Attica Blues fame. Later in the evening it will be accompanied by a party at 103 Club with an extraordinary international line up of audio and video artists.

From London we welcome Orin Walters aka **AFRONAUGHT** who formed the Broken Beat Genre to what it is today with his group Bugz In The Attic. Musically he definitely reaches far beyond the borders of this pigeonhole and plays from Boogie to Disco to quality House and HipHop everything that has a certain Soul. The Italian Enrico Crivellaro aka **VOLCOV** and **ISOUL8** shaped artists like Domu and Dego with his labels Archive and Neroli and set new standards not only musically but also graphically through the collaborations with well known graphic designers.

REDNOSE DISTRIKT and **AARDVARCK** represent Amsterdam with their eclectic live and DJ-Set. First just released their new Album „Poes“ on Kindred Spirits whereas Aardvarck scored album of the month in various mags with his „Cult Copy“ LP. Host **DIRK RUMPF** will guide through the evening and drop some tunes here and there in the style of his highly acclaimed OFFtrack radioshow.



Tony Nwachukwu



Rednose Distrikt and Aardvarck

WED 16.05.

20H & 22H

SPEKTRUM AUDIOVISUAL CONCERT *LIVE AT THE PLANETARIUM*WITH **I:CUBE** VERSATILE, PARIS & **JUTOJO** BERLIN

WWW.REDBULL.DE

In times when music is increasingly consumed over the internet and cover artwork is losing its function to represent the artists intention visually, new channels are searched to unite sounds and pictures. Channels and methods, how these new forms encounter, affect each other and build something innovative, that moves beyond the simple illustration of the sound and screen-restricted music videos. In which complex way images and audio can merge will be demonstrated at **SPEKTRUM**, where the music and visuals were created especially for the planetarium.

I:CUBE and **JUTOJO** will transform an already magical location into an audiovisual amphitheatre that will set new standards. From the beginning Red Bull saw creative potential in the project and proved to be a visionary partner and supporter of the idea.

ZEISS GROSSPLANETARIUM PRENZLAUER ALLEE 80, 10405 BERLIN

1. SHOW STARTS 20H — 2. SHOW STARTS 22H — DOORS OPEN 19H30
ADMISSION 8 € — TICKETS ARE VERY LIMITED, SHOW UP EARLY



WED 16.05.

23H

SPEKTRUM AFTERSHOW**KING BRITT** PHILADELPHIA, USA**ÂME** INNERVERSIONS**JAZZANOVA** SONAR KOLLEKTIV**CLARA HILL** SONAR KOLLEKTIV**DIRK RUMPF** OFFTRACK, SONAR KOLLEKTIV

CAFÉ MOSKAU KARL-MARX-ALLEE 34, 10178 BERLIN — 10 €



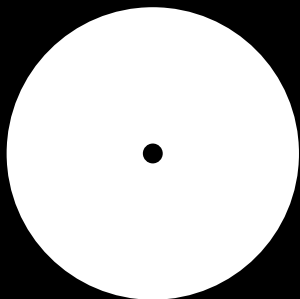
JAZZANOVA

KING BRITT has found a way to escape the boundaries of a single category of music by expressing his creations through Deep House, Hip-Hop, Broken Beat, Future-Jazz, Funk and Afro-Tech. He's a pioneer of all things soulful, rhythmically textured and melodically provocative.

ÂME are on a soulful mission to explore far beyond the borders of house music and have now gained attention on a global scale. Delivering constant quality with 12" singles and remixes that are rocking House, Techno and Freestyle floors alike, it appears they have developed a new consensus for modern club music. Some even say they initiated the renaissance of Deep House with their productions and label Innervisions in cooperation with buddy Dixon.

There is little left that the Berlin based supergroup **JAZZANOVA** hasn't already done. After releasing an album, 2 remix collections, numerous compilations and creating the soundtrack to the musical „Belle Et Fou“, the group is now working on their second album. Entering their tenth year of existence, the group of six has already broadcasted through various ethers- let it be their label Sonar Kollektiv, their highly acclaimed DJ-sets or their radio show, which has been transmitted through the terrestrial radio wave for the past 6 years.

CLARA HILL is one of those unique talents that stand out in the flood of international singers. Her last album „All I Can Provide“ was produced in collaboration with artists like Atjazz, King Britt, Slope, Vikter Duplaix a.o. and showed her distinct but still flexible style. Emotional ballads with a folky twist are her thing but when it comes to a dancefloor tune that needs to move your feet, Clara can also show you how to do it.



On sunday we host two panels featuring some of our invited artists, grouped by the cities Amsterdam and London. Each group will talk about their history, their influences, some aspects to their technique and their views regarding the future of visuals in music. Host will be Tony Nwachukwu from London. Afterwards there will be a live performance by **MODE 2** with music and drinks. The following thursday we hold the Berlin panel in the early afternoon, in much the same conditions as sundays. This will be followed by a roundtable discussion where we cover numerous issues concerning the present and future of music-related graphics, with guest artists, musicians, and representatives of the music industry.

SUN 13.05.

HOSTED BY **TONY NWACHUKWU** ATTICA BLUES, CDR
 14H - 16H **AMSTERDAM PANEL** WITH **MACHINE SHOE**
 17H - 19H **LONDON PANEL** WITH **MITCH SWIFTY**
 19H **LIVE PAINTING** WITH **MODE 2** + DJ **TOMBOY** GOMMA

THUR 17.05.

15H - 17H **BERLIN PANEL** WITH **JUTOJO, PFADFINDEREI**
 17H30 - 19H30 **ROUNDTABLE**
 WITH ARTISTS, MUSICIANS AND REPRESENTATIVES OF THE MUSIC INDUSTRY:
FRANK WIEDEMANN ÂME
SASCHA LAZIMBAT ZEBRALUTION / ONLINE DISTRIBUTION
LINDA MÜLLER HANDLE WITH CARE MANUFACTURING
 MORE TO BE CONFIRMED...
LOFT 3RD FLOOR ABOVE 103 CLUB AT FALCKENSTEINSTR. 47 — FREE ENTRY

SATURDAY 12.05.

20H

OPENING OF THE EXHIBITION

MUSIC BY

TONY NWACHUKWU ATTICA BLUES, CDR**LOFT 3RD FLOOR ABOVE 103 CLUB**

FALCKENSTEINSTR. 47 — FREE ENTRY

23H

LOUD GRAPHIX OPENING PARTY

DJ SETS

VOLCOV AKA ISOUL8 SONAR KOLLEKTIV, NEROLI, VERONA**AFRONAUGHT** BUGZ IN THE ATTIC, LONDON**DIRK RUMPF** OFFTRACK, SONAR KOLLEKTIV

LIVE SETS

AARDVARCK RUSHHOUR, AMSTERDAM**REDNOSE DISTRIKT** KINDRED SPIRITS, AMSTERDAM

VJS

CITIZEN CLUB 11, AMSTERDAM**FLORA&FAUNAVISIONS** BERLIN**103 CLUB** — FALCKENSTEINSTR. 47, BERLIN — 10 €**SUNDAY 13.05.**

HOSTED BY

TONY NWACHUKWU ATTICA BLUES, CDR

14H – 16H

AMSTERDAM PANELWITH **MACHINE, SHOE**

17H – 19H

LONDON PANELWITH **MITCH, SWIFTY**

19H – OPEN END

LIVE PAINTING + MUSIC & DRINKSWITH **MODE 2** + DJ **TOMBOY** GOMMA, COPENHAGEN**LOFT 3RD FLOOR ABOVE 103 CLUB**

FALCKENSTEINSTR. 47 — FREE ENTRY

WEDNESDAY 16.05.

20H & 22H

SPEKTRUM AUDIOVISUAL CONCERT
*LIVE AT THE PLANETARIUM*MUSIC BY **I:CUBE** VERSATILE, PARISVISUALS BY **JUTOJO** BERLIN

WWW.REDBULL.DE

ZEISS GROSSPLANETARIUM — PRENZLAUER ALLEE 80, 10405 BERLIN — 8 €

23H

SPEKTRUM AFTERSHOW PARTY**KING BRITT** PHILADELPHIA, USA**ÂME** INNERVISIONS**JAZZANOVA** SONAR KOLLEKTIV**CLARA HILL** SONAR KOLLEKTIV**DIRK RUMPF** OFFTRACK, SONAR KOLLEKTIV**CAFÉ MOSKAU** — KARL-MARX-ALLEE 34, 10178 BERLIN — 10 €**THURSDAY 17.05.**

15H - 17H

BERLIN PANELWITH **JUTOJO, PFADFINDEREI**

17H30 - 19H30

ROUNDTABLE

WITH ARTISTS, MUSICIANS AND REPRESENTATIVES OF THE MUSIC INDUSTRY:

FRANK WIEDEMANN ÂME, INNERVISIONS**SASCHA LAZIMBAT** ZEBRALUTION / ONLINE DISTRIBUTION**LINDA MÜLLER** HANDLE WITH CARE MANUFACTURING

MORE TO BE CONFIRMED

LOFT 3RD FLOOR ABOVE 103 CLUB

AT FALCKENSTEINSTR. 47 — FREE ENTRY

CONTACT

OFFICE@LOUDGRAPHIX.NET**GONZÁLEZ, RUMPF, MODE** GBR STRAUSBERGER PLATZ 1, 10243 BERLINDESIGN BY **JUTOJO** WWW.JUTOJO.DE

