

316 2006.5

international
graphic art and
typography

世界のデザイン誌
誠文堂新光社

idea アイデア

グラフィックデザインはいかにして可能か

2 x 4 · 3 Deep Design · A Practice for Everyday Life · Åbäke & Daniel Eatock ·
 Adrian Shaughnessy · Alon Levin · &&& · Andrew Blauvelt · Angela Lorenz ·
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 · Made Thought · Manuel Raeder · Manuela Porceddu & Derk Reneman · Marc
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 Will Stuart · Studio FM Milano · Studio Thomson · Suburbia · Sulki & Min Choi ·
 Surface · Tania Prill & Alberto Veceli · Thomas Buxó · Toffe · Toko · Tom Hingston
 · Tomato · Universal Everything · Vier 5 · Why Not Associates · Winterhouse

The Conditions of Graphic Design

1 | Lamarthe window graphics

Store window graphic,

in-store canvas | 2005

Cl: Andrea Tognon Architecture /

Lamarthe

• We designed a presentational website and shop window displays for a year for this paris-based bag company. Themes were given to us by Lamarthe - reflecting the ideas behind their collection.

• パリのバッグ会社ラマルトのためのウェブサイトを、ウインドウディスプレイデザインなど。彼らのコレクションの背後の理念がテーマとして与えられ、グラフィックで解釈。





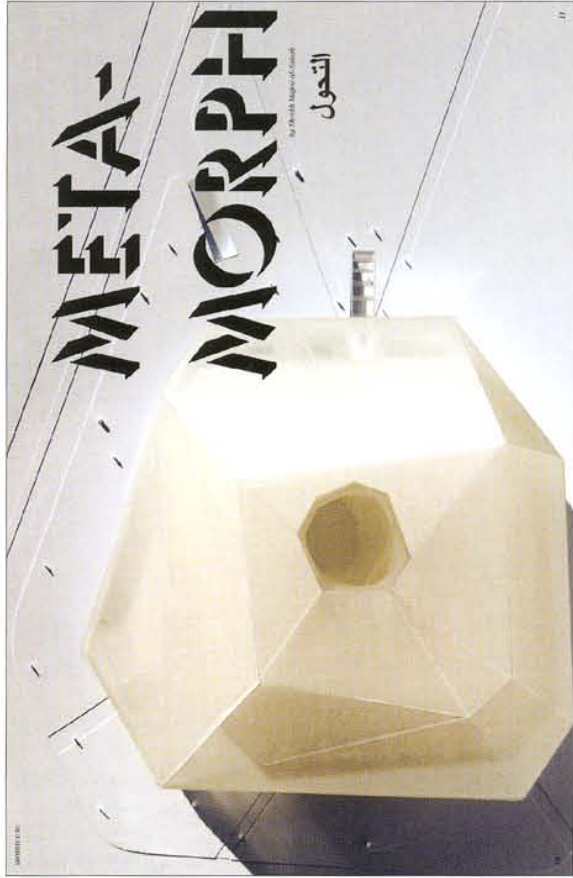
JUST AS ALEF TRANSLATES INTO THE LETTER A IN ARABIC, IT'S THE MIDDLE EAST'S FASHION LIFESTYLE AND LUXURY TITLE. IT AIMS TO INFORM, INSPIRE AND ENTERTAIN READERS THROUGH A COMMITMENT TO THE HIGHEST LEVELS OF CONTENT AND DESIGN.

ALEF'S EDITING AND DESIGN TEAM IS BRINGING TOGETHER EMERGING AND ESTABLISHED CREATORS AND EXPLORE THE FASHION, LUXURY AND LIFESTYLE OF THE MIDDLE EAST AND THE GULF REGION. THE MAGAZINE IS A COLLECTIVE EFFORT OF DESIGNERS AND CREATORS FROM THE GULF REGION, BOTH WESTERN AND MIDDLE EASTERN PRESIDENTS, WHO HAVE DEVELOPED WITH THE SUPPORT OF VISIONARY LEADERS AND INVESTORS.

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NOT MANY WOMEN CAN CLAIM US SUPREME COURT JUSTICES SENATORS AND CABINET MEMBERS AS REGULAR DINNER GUESTS. BUT FOR RIMA AL-SABAH—ONE OF THE PROFILE HOSTESSES AT ALL PARTS OF THE JOB—MARRIED TO SHE KH SALEM ABDOULLAH AL-JABER AL-SABAH, THE KUWAITI PRINCE AND SON OF THE KING OF KUWAIT, SHE IS ONE OF THE FEW FEMALE LEADERS IN THE CITY WHO KNOW HOW TO THROW A FABULOUS PARTY.

WHILE SHE IS TENDERSLY SERVING A GOOD CAUSE.

Al-Sabah is a member of the Supreme Council for Women's Affairs, the highest authority for women's rights in Kuwait. She is also a member of the National Council for Women, the highest authority for women's rights in the Arab world. She is a member of the Kuwaiti Women's Union, the highest authority for women's rights in Kuwait. She is a member of the Kuwaiti Women's Association, the highest authority for women's rights in Kuwait. She is a member of the Kuwaiti Women's League, the highest authority for women's rights in Kuwait. She is a member of the Kuwaiti Women's Club, the highest authority for women's rights in Kuwait. She is a member of the Kuwaiti Women's Society, the highest authority for women's rights in Kuwait. She is a member of the Kuwaiti Women's Federation, the highest authority for women's rights in Kuwait. She is a member of the Kuwaiti Women's Association, the highest authority for women's rights in Kuwait. She is a member of the Kuwaiti Women's League, the highest authority for women's rights in Kuwait. She is a member of the Kuwaiti Women's Club, the highest authority for women's rights in Kuwait. She is a member of the Kuwaiti Women's Society, the highest authority for women's rights in Kuwait. She is a member of the Kuwaiti Women's Federation, the highest authority for women's rights in Kuwait.

2 | Alef magazine (Demo issue) | Magazine 215 x 285 mm | 2006
 CD: Edward Jowdy | AD: Stiletto | Editor / Publisher: Sameer Reddy | CI: Villa Moda
 • Alef magazine is a new fashion publication from the middle east. We designed the logo and a new typeface.
 • Alef マガジンは中東の新しいファッション誌。ロゴ及び書体をデザイン。創刊号は2006年夏刊行予定。