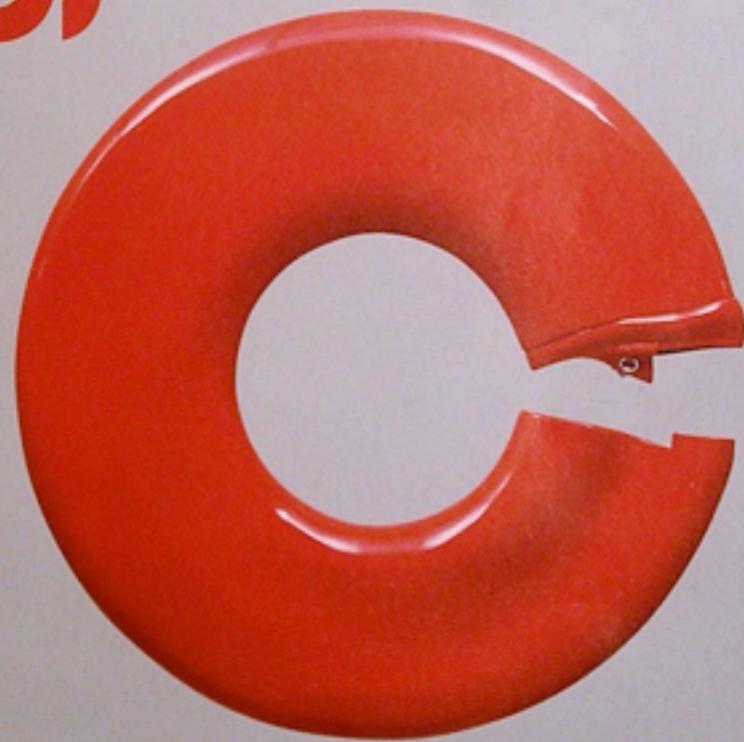


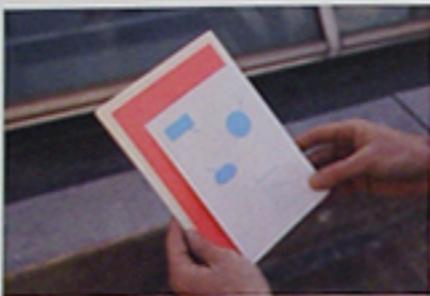
fik grid



Special Report
Fashion
Profile
David Gentleman
April 2008 £8



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HYPERKIT REPRESENT

Unless you're the brandisher of an over-inflated ego, or perhaps an over-inflated pot of bleach, chances are you don't enjoy selling yourself. Also, since it's a while, it's something we all have to do for the design community. However, it no longer has to be so painful thanks to a handy booklet from recruitment guru Represent. Entitled In Search of the Perfect Portfolio, the ten-page guide is the result of an intensive portfolio surgery headed to the wisdom of ten of the design industry's key movers and shakers, from Kim Noble to Browns, and the resulting thirty hours of tape were combed thoroughly by Represent for employment pearls.

Compiled into a whimsical furo-pink and vanilla booklet, designed by Hyperkit, it's quick enough to read on the bus and a perk to help push up even the most dog-eared of portfolios. The layout of the tape is very simple, using just one size of Arial throughout, says Hyperkit's Tim Bostrom. "We wanted to create a contrast between the bold and tactile feel of the materials and the more refined typography inside."

Get your hands on a copy by sending an email to chris@represent.co.uk and it's yours! For Represent's forthcoming book guaranteed to fix the remaining job-gaming woes.

www.hyperkit.co.uk, www.represent.co.uk

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ESSETE THE POWERS OF SEVEN

In 1977 Charles and Ray Eames made *The Powers of Ten*, a short film for IBM in which the relative scale of the universe is revealed via a zoom out from a picnicking couple into outer space and back again, calculated and paced according to factors of ten. It's enough to blow even the most mathematical of minds and demonstrates the spirit of the Eames oeuvre, testing the boundaries of art, science, philosophy and design.

Upon seeing the film, Javier Pereda, director of Barcelona studio Essets, was so moved by the couple's creative passion and values that he decided to celebrate their work in 2007 by way of a collaborative poster exhibition, *The Powers of Seven*. "Nowadays we have a lot of hard design and non-responsible work, and my idea was to promote good design using old techniques, from good designers with a similar passion and philosophy to the Eameses," he explains, inviting Barcelona's finest to submit large-scale, manually silkscreened posters, each exploring the symbolism of the number seven. Essets then displayed the results in the city's ACR gallery.

The twenty-three posters of various sizes to a colour palette of orange and black and address a number of themes from mathematics to influential designers to geometrics. Pereda's own contribution explores the linguistic relationship between the Spanish 'siete' and 'sete' ('seven' and 'seven'). It's a typographic game and a personal approach to the spirit of the project, he reveals. "To feel our profession as a way of life."

www.powersofseven.com