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Čovjek i prostor

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Tema broja Ljeto

Intervju Steven Holl

Izvan Hrvatske 3LHD u Kini

Obljetnice 100. godina Niemeyera

Kreativna horda

Iza imena Bunch stoji internacionalna ekipa mladih dizajnera čija su sjedišta u Londonu, Zagrebu i Singapuru, a jedan od članova utemeljitelja je Zagrepčanin Denis Kovač

The Creative Bunch

Bunch is a name of an international group of young designers based in London, Zagreb and Singapore; one of the founding members is Denis Kovač from Zagreb

piše / written by Pavica Knezović Belan

注意
请避免靠近
油漆未乾



I DONT ALWAYS GET CHRIS. SOMETIMES HE'LL BE REALLY HELPFULL, AND WILL WANT TO GET HIS CLAWS INTO ANYTHING. WORK 18 HOURS IN ONE GO. HE CAN DRAW.

HE CAN DESIGN. AND SOMETIMES, USUALLY AN HOUR BEFORE THE DEADLINE, HE'LL JUST TELL ME TO FUCK OFF. AND WILL GO PLAY RECORDS SOMEWHERE.

RUN AWAY!
CABLE MONSTER
IS COMING

CHRIS looks like
CHOW YUN-FAT +
AND THAT IS ALL YOU
NEED TO SAY ABOUT
HIM, HIS ONE COOL
DUDE

SOME MUNDANE STUFF ABOUT ME:
YES IM A SINGAPOREAN. RICE AND NOODLES STILL MY ROOTS. RECENTLY TURNED TWENTY-NINE. BBQS SEEM TO BE NEW FAD IN SINGAPORE. BIT LATE. FUCKIN LAME. WORK SAVE CONSUME DIES (DR). GONNA GET A RAD MOTORBIKE SOON.

SOME THINGS I AM LOOKING FORWARD TO:
PROPER DESIGN ETHICS. NEW BUNCH OFFICE. ITS GONNA BE SOO FUCKING LUSH THIS TIME. JEWELLERY DESIGN. "MORE THAN DIAMONDS" CAMPAIGN AND WEBSITE 2007/8. REVISITING THAILAND. THE DAY WHEN GEDUP DESIGN MEANS SOMETHING IN SINGAPORE. WATCHING TRAILER PARK BOYS COMPLETE SEASON. IMPROVING MY MANDARIN EVEN MORE. BEING EASY GOING. DRINKING MORE. GETTING PAID. FAMILY DINNERS. GETTING BACK INTO WHITE SHOES. GROWING UP. MEETING PEOPLE THAT ARENT WANKERS. RIDING MY BIKE. GETTING MY HARD-COVER BRIEFCASE (WITH A SHOULDERSTRAP ACTION) AND DAVIDA HELMET ONLINE. LATE NIGHT RUNS. 9-5 LIFESTYLE. MORE DAVE CHAPPELLE SHOW. DRINKING MORE.

NOT LOOKING FORWARD TO:
SECOND PAIR OF WISDOM TEETH REMOVAL. SWEATING PROFUSELY. MEETING MORE DICKHEADWANKERKANTS. GAY MOVIES DISGUISED AS A "SMART" AND "WITTY" WATCH BY CRITICS. EVEN AFTER LIKING THE PREVIEW (EG. TROY, ALEXANDER, HISTORY BOYS AND THE RECENT 300). ANGER. BOREDOM. WATCHING OUR SAD YOUTH QUEUING UP FOR THE NEXT SINGAPORE IDOL. LESS AND LESS QUALITY PLACES TO EAT. LOCALS GETTING RIPPED OFF BY LOCALS. COMPLICATIONS. LATENESS. GIVING PAULO ANOTHER CIGARETTE. BOLLOX. HAVING TO BE NICE TO PEOPLE YOU WANT SOMETHING FROM. BURNIT BRIDGES. SELFISHNESS. SURPRISES. GIVING EXPLANATIONS. MSN AND SENILE DEMENTIA.

PAI



A cool combination of
hip hop gangster & intellectual
philosopher - Jox

I know something that when we finally get together for a missed chat over some fine food & wine I'll absolutely have the upper hand. Max
Needs company constant-ly but often disappears when we go out for drinks.
A contradictory character that can be both outrageous and outrageously funny. Paulo

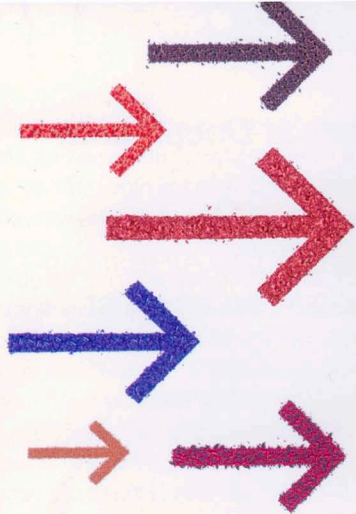
a bon vivant, nihilist.
he'll do anything as if he has to check out for the potential of his conceptual art physically on himself let. before even thinking about it. -H

MOJO-KO



"Da je Che Guevara koristio Mac, završio bi negdje otrplike gdje i Bunch" - ta efektna rečenica jednog od klijenata otvara knjigu koja donosi izbor onog najboljeg od Buncha: televizijskih reklama, web dizajna, grafičkog dizajna, cjelokupnog brandiranja pojedinih proizvoda i projekata. Iza imena Bunch stoji internacionalna ekipa mladih dizajnera (ilustratora, tipografa, grafičkih dizajnera i 3d animatora) čija su sjedišta u Londonu, Zagrebu i Singapuru. Jedan od inicijalne devetorice članova ove kreativne horde je i Zagrepčanin Denis Kovač, grafički

"Had Che Guevara been using Mac, he would have ended up close to Bunch" - this witty observation by one of their clients opens the book that brings a selection of the best of Bunch - TV commercials, web design, graphic design, and branding of individual products and projects. Bunch is a name of an international group of young designers (illustrators, typographers, graphic designers and 3D animators) based in London, Zagreb and Singapore. One of the founding nine members of this creative bunch is graphic designer Denis



dizajner u ranim 30-im, koji neodoljivo nalikuje Johnnyju Deppu. Kovač već 13 godina živi na relaciji Zagreb-London gdje je i diplomirao na London College of Printing te s prijateljem s fakulteta, Talijanom Paolom Silvom, prije pet godina i osnovao dizajn studio Bunch. Zahvaljujući jeftinim avionskim letovima, za Denisa je gotovo uobičajena stvar zaletiti se do Londona radi sastanka i istog dana se vratiti u Zagreb kamo često dolaze raditi i dizajneri iz Londona, dok Kovač naglašava kako u svim projektima sudjeluju sva tri studija.

Ono na čemu Kovač inzistira i što vrlo brzo postaje uočljivo kod Bunch dizajna jest da ne postoji neki prepoznatljivi stil. "To je nešto što izbjegavamo. Ne želimo robovati trendovima ili biti zarobljeni u neki vlastiti, kućni stil", kaže.

U Bunchu se posebno ponose suradnjom s Promax UK. Posrijedi su nagrade za najbolje televizijske reklame i promociju koje su u Bunchu upakirali u pomalo nadrealistički dizajn, u stilu montipajtonovske animacije. Među internacionalnim klijentima Buncha tu je i Diesel za čije su interne nagrade kreirali lik urbane chihuahue koja postaje otmjena te s njom snimili niz duhovitih kratkih filmova.

Filmski plakati koji se malo furaju na eru Hitchcocka, letci i plakati za bizarne londonske klubove, reklame za Sky, televizijska najava za "Judino evanđelje" na tv kanalu National Geographica (trodi-menzionalno su animirali DaVincijevu "Posljednju večeru"), tv reklama za Starburst bombone za MTV u kojoj Paris Hilton i Naomi Campbell eksplodiraju (zapravo, njihovih imitatori), tek su dio njihovih referenci.

Krajem svibnja Bunch je u Londonu predstavio svoju prvu knjigu - točnije, katalog svojih najvažnijih radova u kojoj su na posve neformalan način predstavljeni i kreativci iz Buncha. Knjiga je u lipnju predstavljena u Zagrebu, a u Singapuru će biti promovirana krajem srpnja.

Upravo je launch knjige u zagrebačkoj Gliptoteci lansirao Bunch iz zagrebačke zavjetrine na "svjetla pozornice". Kovač relativnu anonimnost svog studija u Zagrebu objašnjava time da mnogo rade (i u tome uživaju) pa se nema vremena za samopromociju.

No, za Bunch se već zna u Zagrebu; osim suradnje s multimedijalnim umjetnikom i vlasnikom event agencije Krešom Kapulicom, Bunch je radio sa slikarom Josipom Zankijem (dizajn weba i grafičke mape), a odgovorni su i za reklamu za Ožujsko s animiranim nogometašima, novi dizajn za Večernjakove nagrade Ekran te logo za Iskon i Metronet.

Kovač, a thirtysomething Johnny Depp lookalike from Zagreb. For thirteen years Kovač has been living between Zagreb and London, where he graduated from the London College of Printing and together with Italian Paolo Silva, his college friend, opened Bunch design studio five years ago. Thanks to cheap flights, Denis often flies to London for a meeting and returns to Zagreb the same day, designers from London come to work in Zagreb, while all three studios work together on all projects. What Kovač, one of the creative directors, insists on and what is immediately apparent in Bunch design is the absence of a recognizable style. "That is something we avoid. We do not want to become trend victims or be limited by our own, house style", says Kovač.

In Bunch they are especially proud of the collaboration with Promax UK awards and conference whose corporate identity they designed in a surrealist, Monty Python style. Among the international Bunch clients is Diesel, for whose internal awards they created the character of an urban chihuahua who turns posh and cast it in a series of witty short clips. Movie posters reminiscent of the Hitchcock era, flyers and posters for bizarre London clubs, Sky commercials, TV trailer of the Judas Gospel on National Geographic TV channel (3D animation of Da Vinci's "Last Supper"), and TV commercials for Starburst candy on MTV in which Paris Hilton and Naomi Campbell explode (actually their imitators), are only part of their references.

In May Bunch launched its first book in London - more precisely a catalogue of their major works, which also very informally presents Bunch creative authors. The book was presented to the Zagreb public in June, and the Singapore promotion will take place at the end of July.

It was the launch of the Bunch book in Zagreb's Plaster Casts Museum that shone the spotlight on the studio. Kovač ascribes the relative anonymity of his Zagreb studio to their hard work, which they enjoy, but which leaves them no time for self-promotion.

However, Bunch have already made a name for themselves in Zagreb; apart from the collaboration with Krešo Kapulica, a multimedia artist and the owner of an event agency, Bunch has worked with the painter Josip Zanki (web design and graphic portfolios); they are also responsible for the Ožujsko beer commercial with animated football players, as well as the new design for the Ekran Award given by the daily Večernji list, and the Iskon and Metronet logos.

