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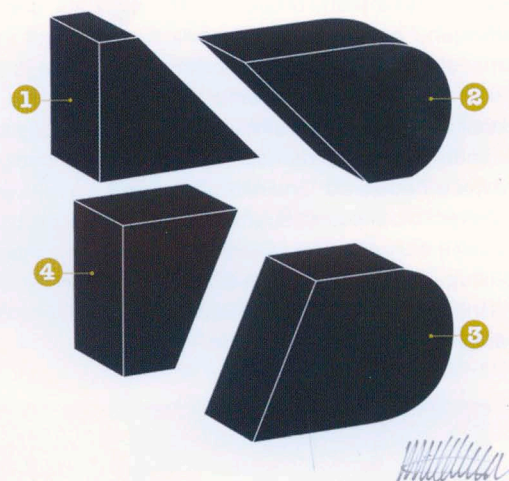
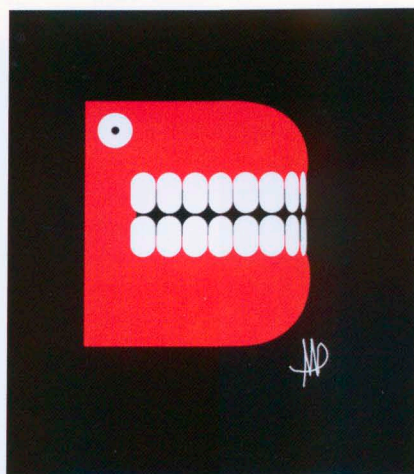
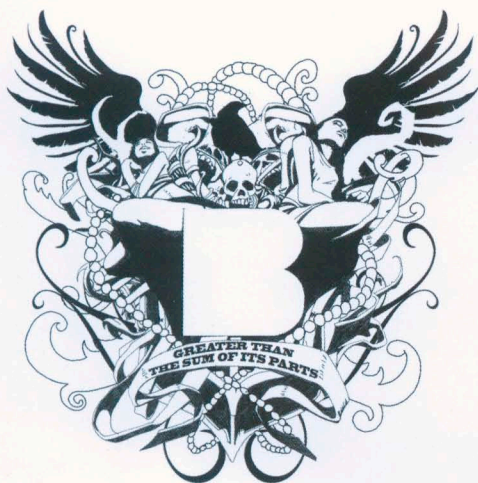
Želja za promjenom

S tri operativna središta, Londonom, Zagrebom i Singapurom, Bunch je zemljopisno raznolik, kulturološki različit i savršeno lociran za zadovoljavanje potreba tržišta u razvoju, rješenjima iskoristivim na različitim podlogama

> Dizajneri Bunch objavili su novu knjigu "Bastardised". Projekt je pokrenut zbog potrebe za obnavljanjem Bunchova vizualnog identiteta.

Kontaktirali su kolege dizajnere te ih zamolili da iskažu svoju "vizualnu reakciju" na njihov identitet, potpišu je i vrate. "Bunchizmi" koji iz su iz toga proizašli uklopljeni su u njihov studijski pribor nakon što su odgovarajuće teme pomno izabrane za aplikacije.

U projektu su sudjelovali - Marian Bantjes, Bruketa&Žinić, Build, Paul Davis, Dejan Dragosavac Ruta, Nikola Djurek, Jonathan Ellery, Vince Frost, Malcolm Garrett, James Goggin, Jelenko Hercog, Paul Insect, Laboratorium, Boris Ljubičić, Stefan Sagmeister, Si Scott, Josip Zanki i mnogi drugi. Knjiga predstavlja 289 "bunchizama" koji su posebno odabrani među 750 pristiglih priloga. Predgovor je napisala književnica Liz Farrelly. Knjiga je predstavljena u Londonu (Maverick Showroom), Zagrebu (Galerija Karas) i Singapuru tijekom listopada i studenog. "Bunchizmi" se mogu vidjeti na web-stranici www.madeinbunch.com.



O projektu *Bastardised* Liz Farrelly zapisala je sljedeće: "Bunch je tako savršeno oblikovana cjelina da bismo pomislili kako ju je izumilo neko nadnaravno biće, bog grafičkog dizajna. Iako nije rezultat potpuno planiranog postupka, nego sretnih podudarnosti i iskrenog prijateljstva, Bunch je simbol suvremene prakse komunikacijskog dizajna u globalnom mjerilu.

Bunch je amorfna skupina pojedinaca koji, izbjegavajući uobičajene postupke na svakom koraku, dolaze i odlaze, surađuju, ali i rade sami, tako da ni jedan posao nije prevelik ili premalen. Ta raznolika skupina raspolaže raznim vještinama, koristi se svim medijima, formatima i digitalnim tehnologijama, neometana stalnim pomicanjem ciljeva. S tri operativna središta, Londonom, Zagrebom i Singapurom, Bunch je zemljopisno raznolik, kulturološki različit i savršeno lociran za zadovoljavanje potreba tržišta u razvoju, rješenjima iskoristivim na različitim podlogama. Kod Buncha nema ničeg monolitnog: fluidan je, reaktivan i usredotočen na promjenu, što je dobro.

Zbog toga ovaj projekt - zbirka 'bunchizama' - savršeno pokazuje cijelu ideju Buncha. Zadovoljni onime što jesu, članovi Buncha ne žele agresivnu teritorijalnu robnu marku kojom bi naglasili svoju nazočnost, govoreći jednoličnim glasom i nudeći svijetu neprobojno pročelje. Umjesto toga, Bunch je imao izvanrednu ideju i zamolio druge da se poigraju. Zasula ih je baražna paljba B-ova; od prijatelja i poznanika, junaka i sljedbenika. Svaka inačica toga nespretnog, ali živopisnog slova iskazuje što Bunch jest: otvoren spram ideja, festival raznolikosti željan suradnje. On doslovce razvija sam pojam što to u 21. stoljeću, u našem svijetu brzih promjena, znači biti konzultant za dizajn".

A wish for a change

With three nodes of operation- London, Zagreb and Singapore - Bunch is geographically divergent, culturally diverse and perfectly situated to supply expanding markets with cross-platform solutions

> Bunch designers have published a new book, *Bastardised*. The project was initiated out of the need to renew Bunch's visual identity.

We have contacted our designer colleagues and asked them to express their "visual reaction" to their identity, sign it and send it back. Bunchisms that emerged in this way were included in their studio tools after particular topics were carefully selected for application. The participants of the project were Marian Bantjes, Bruketa & Žinić, Paul Davis, Dejan Dragosavac Ruta, Nikola Djurek, Jonathan Ellery, Vince Frost, Malcolm Garrett, James Goggin, Jelenko Hercog, Paul Insect, Laboratorium, Boris Ljubičić, Stefan Sagmeister, Si Scott, Josip Zanki and many others. The book presents 289 Bunchisms, selected from 750 submitted entries. The author of the foreword is the essayist Liz Farrelly. During October and November, the book was introduced in London (Maverick Showroom), Zagreb (Karas Gallery), and Singapore. Bunchisms can be seen on the web page www.maidenbunch.com.

About the entire project, Liz Farrelly wrote the following: "Bunch is such a per-

fectly formed entity that you'd think some super being, the god of graphic design, had invented it. Not the result of a master plan, though, but of happy coincidences, shared circumstances and a deep well of friendship, Bunch epitomises the contemporary practice of communication design on a global scale. Defying conventions at every turn, Bunch is an amorphous group of individuals, coming and going, collaborating but also working solo, so that no job is too big or too small. This diverse team encompasses various skills, working across all media, formats, and digital technologies, unfazed by the ever-moving goalposts. With three nodes of operation

- London, Zagreb and Singapore - Bunch is geographically divergent, culturally diverse and perfectly situated to supply expanding markets with cross-platform solutions. There's nothing monolithic about Bunch; it's fluid, it's reactive, it's all about change, which is a good thing.

That's why this project - this collection of Bunchisms - perfectly demonstrates the whole notion of Bunch. Being comfortable with who they are, the members of Bunch didn't want an aggressively territorial marque with which to signal their presence, speaking in a monotone voice and offering an impenetrable façade to the world. Instead, Bunch had a great idea; and asked others to play. A barrage of Bs bombarded them; from friends and acquaintances, heroes and fans alike. Each interpretation of that bulky, yet bouncy initial spells out just what Bunch is; open to ideas, celebrating diversity, happy to collaborate, and, quite literally, evolving the very notion of how a 21st century design consultancy operates, in our fast changing world".