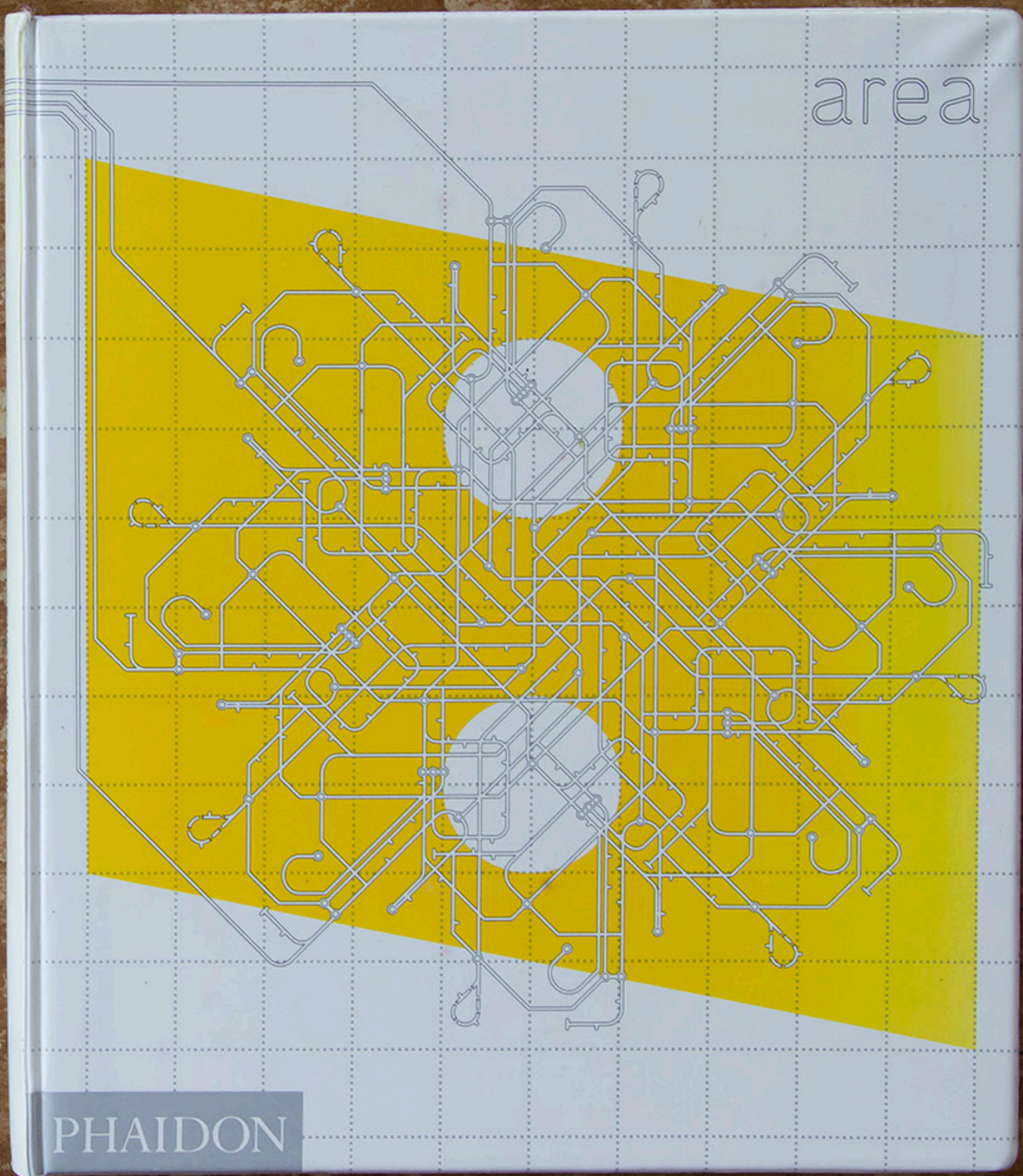
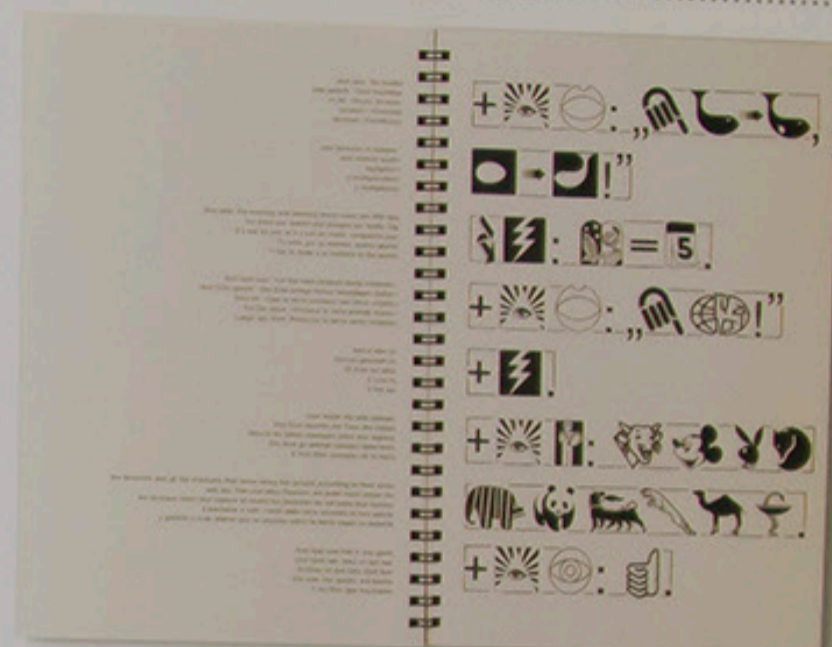
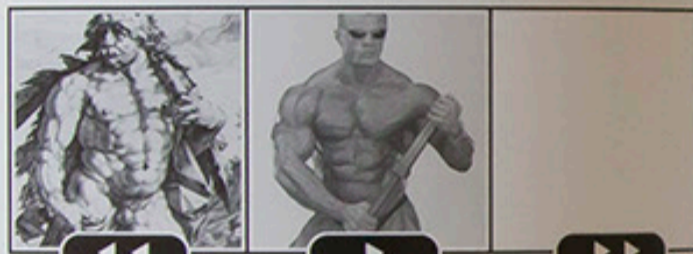


area

PHAIDON



Juli Gudehus's little calendar *Mindestens Haltbar bis 31.12.1999* (Best Before 12/31/1999) is one of the smartest time lines I've ever seen. The countdown of the last year of the millennium using nothing but expiration dates of food products. A different product goes bad on every calendar sheet on every day. Some of the products, shown in tight crops in order to transform the date itself into the hero, are still recognizable. On 14 February the mousse au chocolat is fresh no more, on 23 April butter cookies turn stale, the white bread gets moldy on 5 January, and Windsor Tea is off by 5 August. The typographic diversity and the variation of application techniques are also incredible: embossed, tampon-printed, stamped, offset-printed, letterpressed, flexi-printed, ink-jetted, and debossed expiration dates are included. Gudehus painstakingly collected all the items, products she likely would have never bought were it not for that missing date in her collection. The resulting round-cornered calendar, ordinary everyday designs put into a different context and shrinkwrapped into a green foamcore tray, is simply breathtaking in its simplicity. It fulfills the requirements for good design: an original idea well executed. Or take her smart and hilarious retelling of Genesis: She retells God's creation of the earth and the skies using only corporate logos, directional icons, and pictograms. Gudehus is probably the purest conceptual designer I know. —Stefan Sagmeister



The Creation
Die Schöpfung
La création
La creazione

In the beginning God created heaven and earth.
Am Anfang schuf Gott Himmel und Erde.
Au commencement, Dieu créa les cieux et la terre.
Nel principio Dio creò i cieli e la terra.
En el principio creó Dios los cielos y la tierra.

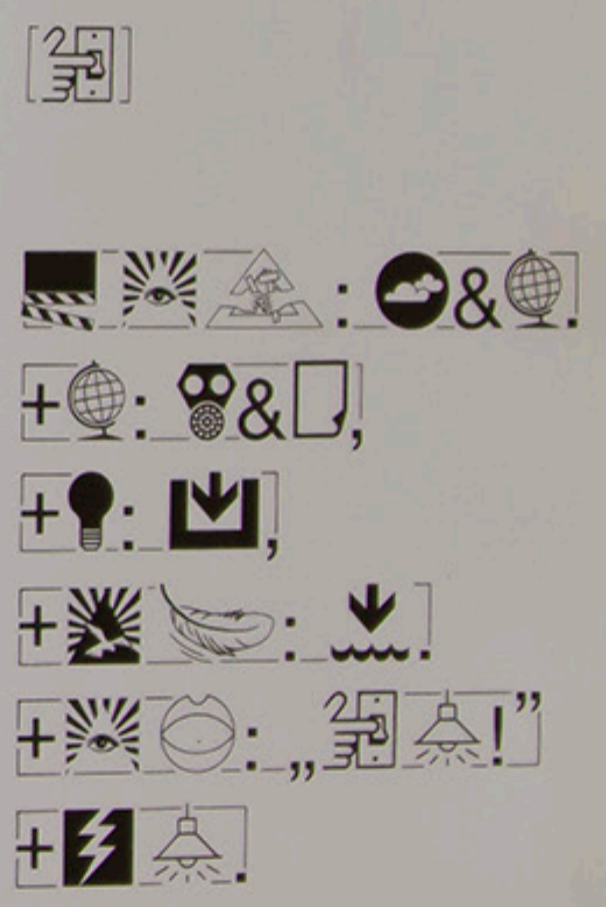
And the earth was without form and void
Und die Erde war wüst und leer.
Or la terre était vide et vague.
La terra era informe e vuota.
Y la tierra estaba desordenada y vacía.

and the deep was covered in darkness
und es war finster in der Tiefe.
les ténèbres couvraient l'abîme
le tenebre coprivano la faccia dell'abisso
y las tinieblas estaban sobre la faz del abismo.

and the Spirit of God was hovering over the waters
und der Geist Gottes schwebte auf dem Wasser.
un vent de Dieu tournoyait sur les eaux.
e lo Spirito di Dio aleggiava sulla superficie delle acque.
y el Espíritu de Dios flotaba sobre la faz de las aguas.

And God said "Let there be light."
Und Gott sprach "Es werde Licht."
Dieu dit: "Que la lumière soit."
Dio disse: "Sia luce!"
Y dijo Dios: "Sea la luz."

and there was light.
Und es ward Licht.
Et la lumière fut.
E luce fu.
y fue la luz.



7-8 "Cu
UM
9-10 "Pa
11 "Ch
12 "Pi
13 "Pa
14 "Ta

1. "Gestern War Heute Morgen (Yesterday Was Today Tomorrow)" project for Die Zeit newspaper / Die Zeit / Germany / 1999 / Commentary on the millennium and what it holds for the future.
2-4. Cover and graphics, Genesis, by Juli Gudehus / Lars Müller Publishers / Switzerland / 1997 / The biblical story of the Creation told in modern hieroglyphics.

Tor Juli Gudehus
Berlin

