



惊瞳目

国际新锐平面设计巡礼

CRACK

德松工作室 主编

大连理工大学出版社



Juli Gudehus——既做个人项目设计又受他人（如德国政府或Die Zeit报）委托进行设计。她思量、收集、比较完全不同的事物，她敏感、好奇、勇于表达，她创作、怀疑、探索、尝试、测试、教授（现任德绍的Hochschule Sachsen-Anhalt信息设计客座教授），她学习、联想、热爱颜色（特别是绿色）。Stefan Sagmeister称赞她为他所知的“最纯粹的概念设计师”。

Juli Gudehus designs—both self propelled and commissioned (i.e. by the German government or the newspaper Die Zeit). She consults, collects, compares apples and oranges; she stimulates, surprises and speaks up, she writes and wonders, adventures, argues, tests, teaches (at present as a guest professor for information design at the Hochschule Sachsen-Anhalt in Dessau), she learns, links, loves colours (especially green!) and feels flattered by Stefan Sagmeister's compliment to be "probably the purest conceptual designer" he knows.

PC BCC ICC DICC CCD CCITT IT BIT KORG SHE MEYER ZAJONTZ SPAM SAP SEP SYS CRD DCR DCS DNS DIN DDC CDDB	HD 2D 3D 4C ESC RISC DISC CISC DIEP FEN BACH STRA SSE CEI YCEI AOL OLE OGR KORG BEA LIN OS X	DOS CMOS CMS CMYK 0172 380 76 67 AT ATI ATM TM TAG TTL JMZ @ MAC COM NSL NEC NET NTX
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33岁生日请柬

她今年33岁，她生日派对上的酒精饮料占了33%，小唱片每分钟33转（她也是一个小唱片），午夜时分室内的温度是33°C，33……这款邀请品是一把33折的扇子。

构思和设计：Juli Gudehus
尺寸：8cm x 8cm
年份：2007年

Invite for a 33rd Birthday

33 she becomes, 33 percent has the alcohol served at her birthday party, 33 revolutions per minute makes the single (and she is also one), 33 degrees Celsius is the room temperature around midnight, 33... the invite is a fan of 33.

Concept and Design: Juli Gudehus
Size: 8cm x 8cm
Year: 2007



为一位IT专家设计的企业标志。

他的客户想要的其他知道的和他们不需要知道的，成百上千个电脑程序处理上的缩写词被列到了他的办公桌上，就像图像诗，当他遇上名片（左）的时候，这些足够开始一次对话。

这款设计能使人回忆起以前使用的那些没完没了的左右相同的数据库。

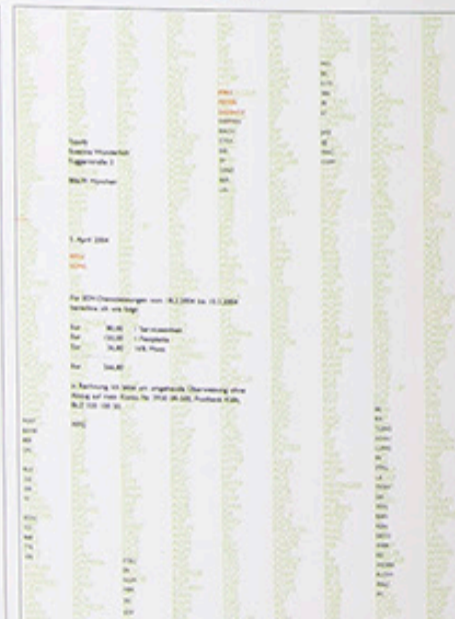
委托人：柏林Jörg Meyer-Zajontz
构思和设计：Juli Gudehus
印刷：Keule Druck, 柏林
www.keuledruck.de
年份：2007年

Corporate Design for an IT Specialist

What his clients want is that HE knows and THEY don't need to. Hundreds of abbreviations that have to do with computer and programs are listed on his stationery like concrete poetry and often enough start a conversation when he hands over his business card (left).

The design is a reminiscence of the ancient, endless data sheets with green and white stripes.

Client: Jörg Meyer-Zajontz, Berlin
Concept and Design: Juli Gudehus
Printed by: Keule Druck, Berlin, www.keuledruck.de
Year: 2007



为Parastou Forouhar设计的宣传册

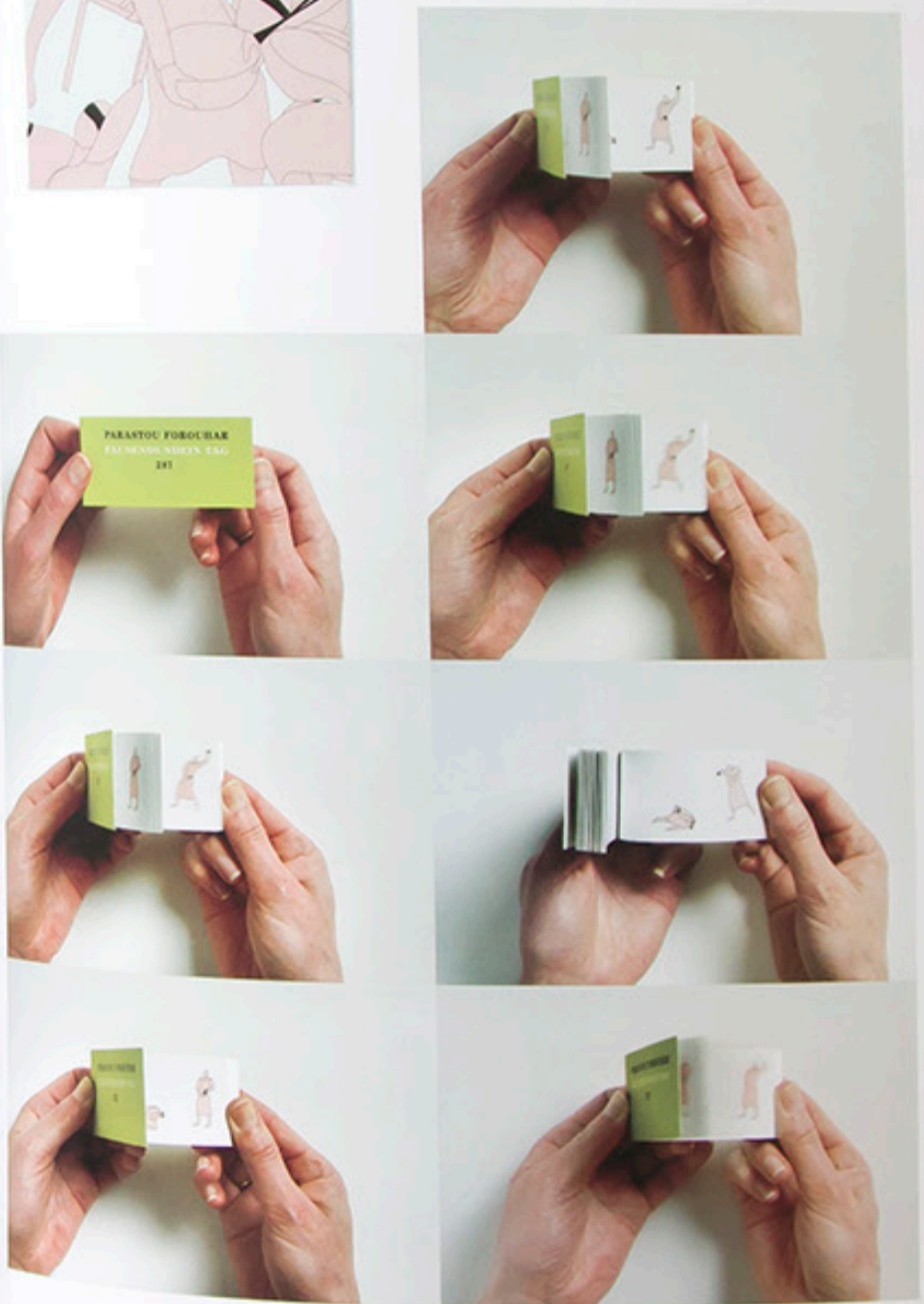
伊朗的主要政治情况，伊朗妇女在国内的具体情况都是Forouhar的主题之一，这款目录是为Juli Gudehus的个人作品集设计的。由于此次展会中包括一些影片，所以在宣传册折叠精美的封套里也介绍了两部影片，就好像是图画书一样。

委托人：德国政府
构思和设计：Juli Gudehus
印刷：柏林Ruksaldruck (www.ruksaldruck.de)
年份：2006年

Catalogue for Parastou Forouhar

The critical political situation in general and of women in detail in her home country, the Iran, are Forouhar's main subjects. This catalogue accompanies an exhibition of her work. As animation films are also shown there, two of them are enclosed in the specially folded jacket of the catalogue as flip books.

Client: German Government, Berlin
Concept and Design: Juli Gudehus
Printed by: Ruksaldruck, Berlin, www.ruksaldruck.de
Year: 2006





es¹ + es²



flow



Themenpark

A. Godehus - Conceptor & Designer
A. Godehus - Conceptor & Designer
A. Godehus - Conceptor & Designer

为一本有关秘密的杂志设计的作品

大约五年前，有那么一周的时间吧，也发生过特别的情况，我非常清楚地知道了一个巨大的秘密，一个有关灵魂的秘密。我当时极度清醒，程度地超乎，沉浸在一种深深的满足之中，感到自己当时展现出了各种各样的性格，就好像每一个是都打动了，突然明白了一些根本性的道理，一切事情看起来都是可能的。当时，我试着抓住这个秘密，把这三幅图案和配套的字体放在一起，在保留这些文字，心里是清清楚楚的，这些图案和文字在我看来是对这个秘密最好的诠释。我可以读这些文字，也可以解释给别人听。我想在未来的日子里，这些图案和文字会像一把钥匙一样帮助自己再次打开那扇门。我当时非常确定自己会一直保留它们，但是，想不起来了，只是隐隐约约的一个概念，我自己，是我自己曾知道这个秘密，而现在我却忘记了一切，但有时这个秘密又会回到自己这里——不再那么宏大，不再那么根本，但仍然是如此的神秘、富足的。（如果有谁愿意付出半年分发表，他们也可以玩一个小小的“记忆”游戏）

杂志：巴塞罗那《设计者工作室》（www.creator.info）
出版社：巴塞罗那Tornasapapel（www.tornasapapel.com）
编辑：巴塞罗那La Habitación Ediciones（www.lahabitacion.net）
概念和设计：Juli Godehus
年份：2006

Contribution to a Magazine about Secrets

About five years ago for a period of maybe a week, under circumstances that do not matter particularly, I was so lucky as to share a great secret, the secret of divine inspiration. I experienced an extreme clarity and openness, a deep and as if every pore was open. A sudden fundamental understanding enlightened me. Everything seemed to be possible. At that time I tried to capture the secret and put together three images and the corresponding text. When I did this, the message was absolutely clear for me. The images and the text seemed to be an utterly precise résumé of the secret. I could read it and I was able to explain it to other people. I thought, in coming times it would be like a key for me that would help me open the door again. I was positive that I would always be as clear to me as on the first day. But it isn't anymore. That is very confusing because it was ME, I have had that glance through a slightly opened door. But sometimes the secret comes back to me—less mighty, less fundamental, but still golden and rich. (If anybody bothers to cut out the six squares they will get a tiny "memory"-game)

Magazine: The Creator Studio, Barcelona, www.creator.info
Publisher: Tornasapapel, Barcelona, www.tornasapapel.com
Editor: La Habitación Ediciones, Barcelona, www.lahabitacion.net
Concept and Design: Juli Godehus
Year: 2006



Redesign - an Experiment

是否有设计公认原则和固定模式？为了找到答案，Julie邀请18家设计工作室参与一项实验性设计工作。她选择了一个设计对象——服装的包装，并把包装寄给了这项实验的第一组参与者。这项任务就是根据个人喜好对这款包装重新进行设计。第一步，Julie把这个包装寄给下一组参与者，让他们进行重新设计。第二步，重复以上步骤，Julie让三组人同时设计，以便进行比较。

客户：Typo Berlin, International Design Conference, www.typo-berlin.de
客户地址：Banki Design, Frankfurt a.M., Bröske, Meyer & Ruf GmbH, Düsseldorf, Bangerot & Heidenreich GmbH, Halmers am See, CarvokDesign, Hirschberg, Colell & Kampmann Design, Hamburg, Delikatessen - Agentur für Marken und Design GmbH, Hamburg, Delikatessen - Agentur für Marken und Design GmbH, Hamburg, FischerAppel Kommunikation bzw. Ligalux GmbH, Hamburg, Försterkerl, Wiesbaden und Berlin, Hesse Design GmbH, Eickholt, Werbeagentur Holdgrün, Hannover, Interbrand Zintzmeier & Lux GmbH, Cologne and Berlin, Ion Industrial Design, Berlin, Claus Koch Corporate Communications, Düsseldorf, Kochan & Partner, Munich, Leonardi Wollein, Berlin, Sales Design, Hamburg, WehmerKommunikation, Hamburg, Wirtz Corporate AG, Zürich
再版研究：Juli Godehus

Redesign - an Experiment

Are there recognizable principles or patterns to be found in redesign? To find out Juli invited 18 design studios to take part in an experiment. She chose a design object - a packaging of lights - and sent it to the first participant of this experiment. The task was to redesign it largely at one's own discretion: step 1. This Juli sent to the next participant and asked them to redesign it: step 2. And so forth. Juli let three courses run at the same time to be able to compare the results.

Client: Typo Berlin, International Design Conference, www.typo-berlin.de
Project Partners: Banki Design, Frankfurt a.M., Bröske, Meyer & Ruf GmbH, Düsseldorf, Buttgeriet & Heidenreich GmbH, Halmers am See, CarvokDesign, Hirschberg, Colell & Kampmann Design, Hamburg, Delikatessen - Agentur für Marken und Design GmbH, Hamburg, Delikatessen - Agentur für Marken und Design GmbH, Hamburg, FischerAppel Kommunikation bzw. Ligalux GmbH, Hamburg, Försterkerl, Wiesbaden und Berlin, Hesse Design GmbH, Eickholt, Werbeagentur Holdgrün, Hannover, Interbrand Zintzmeier & Lux GmbH, Cologne and Berlin, Ion Industrial Design, Berlin, Claus Koch Corporate Communications, Düsseldorf, Kochan & Partner, Munich, Leonardi Wollein, Berlin, Sales Design, Hamburg, WehmerKommunikation, Hamburg, Wirtz Corporate AG, Zürich
Scientist: Juli Godehus

Measure for Measure

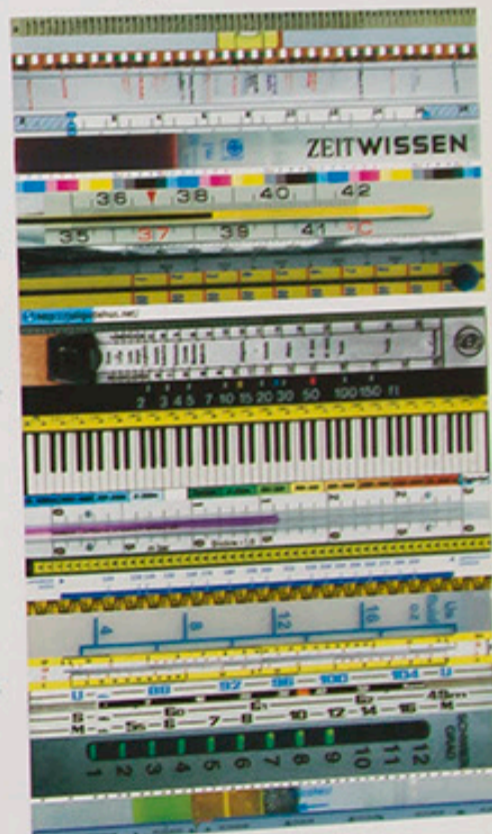
《ZeitWissen》是一本面向大众的科学杂志。为了销售宣传，杂志每半年都会附赠一张海报，以吸引人们购买。作品将各种设计手段的美观性和实用性结合在一起：水表、酒精的度数、转速、速度、色彩的浓度、压力计、圆锥半径、圆锥角、以及许多许多。

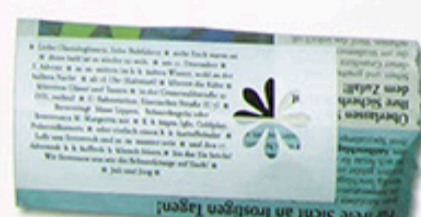
客户：ZeitWissen
概念和设计：Juli Godehus
摄影师：Annette Schuler
尺寸：52cm x 84cm
年份：2006

Measure for Measure

"ZeitWissen" is a science magazine for laymen. For sales promotion each issue contains a poster as a tempting "goodie". The design brings together the aesthetical and functional diversity of various measures: water gauge, alcoholic strength, rhythm, degree of longitude, colour density, manometer, flash radius, degree of difficulty, temperature, and many more.

Client: ZeitWissen
Concept and Design: Juli Godehus
Photographer: Annette Schuler, Berlin
Size: 52cm x 84cm
Year: 2006





基督教节日邀请卡

Juli 每年都庆祝基督教节日，到现在已经差不多有 20 个年头了。每当想到这个节日的符号和相应的邀请卡就觉得很有趣。2006 年基督教节日的符号是冰雪。那本文一文字看一看——看上去去真的就已然——很很冷——冷了，再印到一张雪白的贴在圣诞节和冬季主题的册子上，而这些册子都是从杂志和广告材料上撕下来的，再把用镊子做出来的小雪花贴到了宣传册的背面。

构思与设计: Juli Gudehus
年份: 2006 年

Advent Invite

Juli has been celebrating Advent every year for almost 20 years now. It is fun to think of motifs and corresponding invitations. In 2006 the motif of the Advent party was ice and snow. The text is written on simple white stickers. These stickers are put on pieces of found paper with Christmas and winter subjects, ripped from magazines and advertising material. The punched-out little snow flower is put on the back of the leaflet.

Concept and Design: Juli Gudehus
Year: 2006



为跨学科乳腺癌诊所设计的标志

乳腺癌是一个令人闻之色变的话题。不论在什么地方，人们都会感到乳腺癌的发生。不过这家专门治疗乳腺癌的诊所却让人们对它的能力和对此的看法。

标志上的字体以一种简单而独特的方式体现出医学的专业性、崇高性和灵活性。标志上的象形符号既能让人联想到乳房，而不会鲁莽地认为这是属于某位患者的。总之，象形符号通过女性和花的形状，表达了自然的修复能力和控制力，展现出对自然的敬畏，以打消患者对癌症、风险和死亡的恐惧。

标志——字体加象形符号——既可以独立使用，也可以跟特定的象征方式组合在一起。一方面，标志可能会给人一种透明、真诚之感；另一方面，也会使人联想到各种医疗专业人士共同构建的医疗网络。

委托人: Interdisziplinäres Brustzentrum, Kempten / Allgäu
构思与设计: Juli Gudehus 和 Luiseella Ströbele (柏林, www.volksmarke.com)
年份: 2006 年

Corporate Design for an Interdisciplinary Clinic for Breast Cancer

Breast cancer is an ugly subject. Nobody wants to see anything of it anywhere. And yet this clinic, specialized in breast cancer, needs to communicate their capacities and attitude.

The type of the logo conveys an atmosphere of medical seriousness, respectability and flexibility in a simple and cool way. The symbol only reminds of breasts without bluntly depicting one. It rather alludes to female as well as floral forms in general, speaks of nature's restoration power and vitality and of the embrace of life. Thus to oppose the patients' fear of ugliness, deformation and death.

The logo — type and symbol — can either stand alone or can be combined with a pattern of the symbol. The pattern may again give an idea of transparency and serenity on one hand and of the network of various medical specialists in the other.

Client: Interdisziplinäres Brustzentrum, Kempten / Allgäu
Concept and Design: Juli Gudehus together with Luiseella Ströbele, Berlin
www.volksmarke.com
Year: 2006

野餐请柬

为了庆祝设计师本人的订婚之喜，他们邀请朋友们到柏林与德国柏林附近的湖边野餐。请柬采用了过去民主德国时期的形式。当请柬完全打开后，客人手中的请柬就变成了一个小小的野餐布。

构思与设计: Juli Gudehus
尺寸: 10.5cm x 14.8cm
年份: 2006 年

Invite for a Picnic

To celebrate Juli's engagement they invited friends to a picnic at a lake near Berlin, in the ancient GDR. The invite uses the pattern of an ancient GDR shopping bag. When the invite is fully open, what the invited holds in hand is a little picnic cloth.

Concept and Design: Juli Gudehus
Size: 10.5cm x 14.8cm
Year: 2006

小生日请柬

为即将举行的 50 岁生日派对。请柬相当于一本人生书册，书的页码就是她庆祝过的生日数。生日数还有一些甜蜜的回忆，比如，“16 岁——初吻”“27 岁——自己开店”和“41 岁——就业”，等等。第 50 页上写着邀请卡的内容。以后的页码一直延续到了 100，上面还没有任何纪念。最后 100 页上写着邀请卡的内容。最后一页是一张明信片，受邀的客人可以在上面写一些话，然后附赠给主人。

生日派对是在一个农场举行的。请柬是用草和稻草做的。封面上写着“Ein la dung”（德语）——英语对应的词是“invite”，德语里“dung”是“粪”，这个词可以读成“a one a dung”。尽管听起来像粪便，但决不是有污秽的意思。不过最后这款请柬的效果还是挺好的。

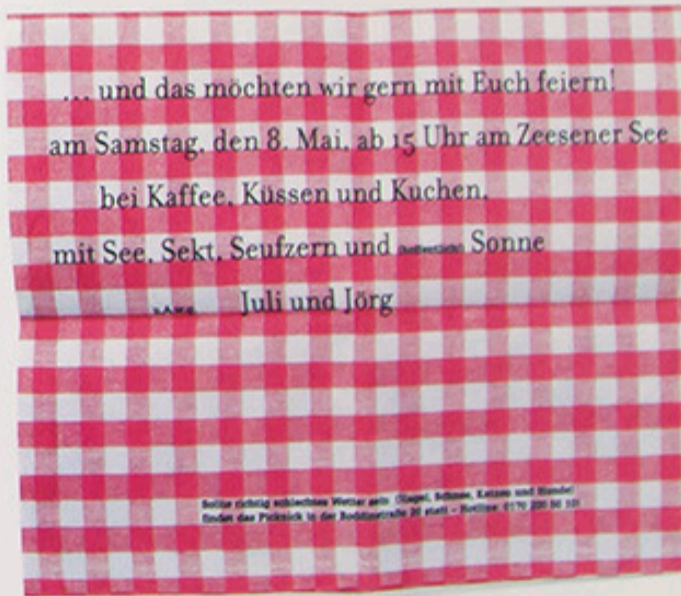
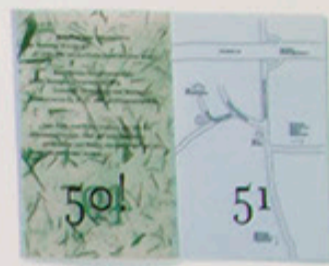
委托人: Uli Hipp, Düsseldorf
构思与设计: Juli Gudehus
尺寸: 10.5cm x 14.8cm
年份: 2006 年

Invite for a 50th Birthday

A 50th birthday party, being staged at a farm. The invite equals a book of life, the page-numbers count the years of the person celebrating her birthday, some accompanied by fragmentary memories like “16 – first kiss”, “27 – self-employment”, “41 – Uruguay”, etcetera. The 50th page carries the invitation text. The following years respectively pages count to 100 and do not display any memories – as they are yet to come. The last page is an answering postcard which can be filled in by the invited and sent back.

The cover of the book uses paper made of hay and straw and says “Ein la dung” – the German word for “invite” – which can, syllabized like this, also be read as “a one a dung”. The fact that it smelled remarkably of dung at the event was neither planned nor welcome but went well with the invite after all. Some of the guests felt inspired to fill the book with photographs, sketches and texts and give it back again as a very personal present.

Client: Uli Hipp, Düsseldorf
Concept and Design: Juli Gudehus
Size: 10.5cm x 14.8cm
Year: 2006





Juli's own Stationery

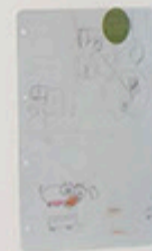
Juli likes various materials. This makes it difficult for her to use only one kind for her own stationery. The sticker meets her wish and can be put on every sheet of paper, envelope, piece of cardboard, or any object she finds. The sticker is silk-screen printed on transparent plastic foil.

Concept and Design: Juli Gudehus
Printed By: Novak Siebdruck, Berlin
www.novak-siebdruck.de
Sticker Size: 84.5cm

Juli's own Stationery

Juli simply loves materials of all kind which makes it difficult for her to use only one kind for her own stationery. The sticker meets her wish and can be put on every sheet of paper, envelope, piece of cardboard, or any object she finds. The sticker is silk-screen printed on transparent plastic foil.

Concept and Design: Juli Gudehus
Printed By: Novak Siebdruck, Berlin
www.novak-siebdruck.de
Size of the Sticker: 84.5cm



Advent Calendar: "Waiting for Christmas"

In Germany children get an "Advent Calendar" on the 1st of December to make waiting for Christmas bearable. It opens on the 24th - on Christmas eve. These calendars usually display a little picture each day or a piece of chocolate.

For adults, not only the Christmas time is full of annoying waiting periods - like waiting at the post office, waiting for the bus, waiting at the hotline, etcetera. Staging typical situations like these and creating new "artificial" waiting situations in a delightful and humorous way makes this advent calendar special. Daily "stage directions" on "waiting coupons" help to meet one's Christmas stress with more composure and fun. "Stage directions" are for instance: "Meet someone in a cafe. Come half an hour earlier. Switch off your cell phone to make it more exciting. Wait." or "Watch the minute-hand of your watch going the full round" or: "Go to a department store. There wait for the lift. Don't take it. Watch who stands inside the lift. Make statistics of shopping bags, Christmas colours or of the people's facial expressions".

The colour of the "waiting coupons" changes slightly from day to day, the first one being green and the last one Christmas red. The more hot the colour gets the nearer Christmas eve comes.

Project Partners: Juli Gudehus (idea of the edition, text and design of the waiting coupons and of the cover sheet), Jörg Gajewski (basic idea and design of the box and packaging and details, sale in Cologne)

Size: box: 15cm x 18.5cm x 7cm
waiting coupon dispenser: 14cm x 17.5cm x 6.5cm
waiting coupons: 6cm x 3.5cm each

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