Participant Students:

(in order of appearance)

Anıl Demir Angela Huang Julian Kondei Ariel Tobing Rich Lopez Adela Madei James Medeiros Anna Rabczuk Małgorzata Pisarska **Molly Kirk** Maciej Połczyński Katarzyna Płocińska Ali Streeter Amanda Gallagher Elizabeth Swanson Caitlin Mavilia Bing Lin Joseph Fakhoury Marta Myszewska Agnieszka Grzyb Nathalie Olko Jess Purdy Joshua Hernandez Natalia Łajszczak Kamila Rataiczak Adam Kulesza Krystyna Engelmayer-Urbańska Liwia Furga Tali Singer Sebastian Yepes Julia Potocka Lynn Hong

Katherine Boudreaux
Adrianna Kaczmarek
Mateusz Nowak
Justyna Madey
Natalia Padzińska
Mariclare Rethore
Jan Szczepanik-Dzikowski
Arielle Urbach Pieterse
Zuzanna Zielińska

Prof. Beata Czajkowska Prof. Elizabeth Resnick Prof. Ewa Satalecka Prof. Jan Kubasiewicz Zuzanna Walas



Organisers and participants of the research would like to thank the design studios and independent creators involved in the project. Thank You for sharing your knowledge and for opening your doors for our students:

Aleksandra and Daniel Mizielińscy – Hipopotam Studio	hipopotamstudio.pl
Joanna Górska and Jerzy Skakun – Homework Studio	homework.com.pl
Hania Kulenty	hannakulenty.com
Jacek Utko	utko.com
Marcin Wichrowski	pja.edu.pl/en/history
Agata Endo Nowicka	agatanowicka.com
Krzysztof Lenk	tellart.com/people/krzysztof-lenk
Justyna Lauer – Academy of Fine Arts in Katowice	asp.katowice.pl/pedagodzy/justyna-szklarczyk-lauer
Edipresse Polska	edipresse.pl
Marek Knap – Edipresse	inkedin.com/in/marek-knap-02b8615
Academy of Fine Arts in Warsaw	asp.waw.pl/eng
Maciej Buszewicz – Academy of Fine Arts in Warsaw	
Lech Majewski – Academy of Fine Arts in Warsaw	
DDB Warsaw	ddbtribal.pl/pl
Marcin Mroszczak – DDB Warsaw	
Maria Stangel – DDB Warsaw	
Beata Czajkowska – ZNACZY SIĘ Foundation	znaczysie.pl
Katarzyna Olbrycht – ZNACZY SIĘ Foundation	
Joanna Róg-Ociepka – ZNACZY SIĘ Foundation	
Jacek Mrowczyk – 2+3D	2plus3d.pl/english-info
Przemek Dębowski – Karakter	przemekdebowski.com
Joanna Rusinek	culture.pl/pl/galeria/bajkowe-ilustracje-joanny-rusinel
Kamil Rewieński – Mill studio	millstudio.pl
Academy of Fine Arts in Cracow	asp.krakow.pl/index.php/en/strona-glowna
Piotr Kunce – Academy of Fine Arts in Cracow	
· ;	
Anna (01000 (121)	rerrocollective com/annecollege

c-galeria

hesign.com	edenspikermann.com	p98a.com	artcom.de/en		anjejager.com	facebook.com/LexDrewinski	lucasfonts.com		pentagram.com	christophniemann.com	gunter-rambow.de
Jainping He – Jianping He studio	Erik Spiekermann – EdenSpiekermann	- Galerie P98a (Letterpress Workshop)p98a.com	Susanne Jaschko – ART+COM	Felix H.Beck – ART+COM	Anje Jager – Anie Jager studio	Lex Drewiński	Lucas de Groot – LucasFonts	Sonia Knecht – LucasFonts	Justus Oehler – Pentagram Berlin	Christoph Niemann	Gunter Rambow

List of Museums and Galleries

Museum of Polish Jews – Polin Neon Museum — David S. Hill, Ilona Karwińska National Museum Invisible Exhibition Museum of Warsaw Uprising Zachęta Gallery Poster Museum in Wilanow — Mariusz Knorowski, Izabela Iwanicka Museum of Contemporary Art Krakow – MOCAK Oscar Schindler's Factory ZNACZY SIĘ Foundation — Beata Czajkowska Museum of Modern Art Warsaw: Cracow:

Berggruen Gallery Museum of Photography Bauhaus Archive

Pergamon Museum DDR Museum

Berlin:

Film Museum Museum of Letters Museum of Things Martin-Gropius-Bau

Holocaust Memorial Bundestag Dome Jewish Museum

troduction hotos hotos hotos hotos hotos hotos hotos hotos hotos hogela Huang high Kondej high Lopez hotolog h	14 48 50 54 56 58 60 62 66 70 74 78 82 84 86 90 92 94 96
ngela Huang lian Kondej riel Tobing dela Madej mes Medeiros nna Rabczuk ałgorzała Pisarska olly Kirk aciej Połczyński atarzyna Płocińska li Streeter manda Gallagher izabeth Swanson aitlin Mavilia ing Lin eseph Fakhoury arta Myszewska	48 50 54 56 58 60 62 66 70 74 78 82 84 86 90 92 94 96
Ilian Kondej Ilian Kondej Iriel Tobing Ich Lopez Idela Madej Imes Medeiros Inna Rabczuk Iałgorzata Pisarska Iolly Kirk Iaciej Połczyński Iatarzyna Płocińska Ii Streeter Imanda Gallagher Iizabeth Swanson Iiitlin Mavilia Iing Lin Iiseph Fakhoury Iiseph Fakhoury Iiseph Fakhoury Iiseph Iseph	50 54 56 58 60 62 66 70 74 78 82 84 86 90 92 94 96
lian Kondej riel Tobing ich Lopez dela Madej mes Medeiros nna Rabczuk ałgorzała Pisarska olly Kirk aciej Połczyński atarzyna Płocińska ii Streeter manda Gallagher izabeth Swanson aitlin Mavilia ing Lin oseph Fakhoury arta Myszewska	54 56 58 60 62 66 70 74 78 82 84 90 92 94 96
riel Tobing	56 58 60 62 66 70 74 78 82 84 86 90 92 94 96
dela Madej mes Medeiros mna Rabczuk ałgorzata Pisarska olly Kirk aciej Połczyński atarzyna Płocińska i Streeter manda Gallagher izabeth Swanson aitlin Mavilia ing Lin eseph Fakhoury arta Myszewska	58 60 62 66 70 74 78 82 84 86 90 92 94 96
mes Medeiros nna Rabczuk ałgorzała Pisarska olly Kirk aciej Połczyński atarzyna Płocińska ii Streeter manda Gallagher izabeth Swanson aitlin Mavilia ing Lin seph Fakhoury arta Myszewska	60 62 66 70 74 78 82 84 86 90 92 94 96
mes Medeiros	62 66 70 74 82 84 86 90 92 94 96
nna Rabczuk ałgorzata Pisarska olly Kirk aciej Połczyński atarzyna Płocińska ii Streeter manda Gallagher izabeth Swanson aitlin Mavilia ing Lin oseph Fakhoury arta Myszewska	66 70 74 78 82 84 86 90 92 94 96
ałgorzata Pisarska	70 74 78 82 84 86 90 92 94 96
olly Kirk aciej Połczyński atarzyna Płocińska li Streeter manda Gallagher izabeth Swanson aitlin Mavilia ing Lin seph Fakhoury arta Myszewska	74 78 82 84 86 90 92 94 96
aciej Połczyńskiatarzyna Płocińska li Streeter manda Gallagher izabeth Swanson aitlin Mavilia ing Lin seph Fakhoury arta Myszewska	78 82 84 86 90 92 94 96
aciej Połczyńskiatarzyna Płocińska li Streeter manda Gallagher izabeth Swanson aitlin Mavilia ing Lin seph Fakhoury arta Myszewska	78 82 84 86 90 92 94 96
i Streeter	84 86 90 92 94 96
manda Gallagher izabeth Swanson aitlin Mavilia ing Lin seph Fakhoury arta Myszewska	86 90 92 94 96
manda Gallagher izabeth Swanson aitlin Mavilia ing Lin seph Fakhoury arta Myszewska	86 90 92 94 96
aitlin Mavilia ing Lin seph Fakhoury arta Myszewska	92 94 96
ing Lin seph Fakhouryarta Myszewska	94 96
seph Fakhouryarta Myszewska	96
arta Myszewska	
onieszka Grzyb	98
/	102
athalie Olko	
ss Purdy	104
shua Hernandez	
atalia Łajszczak	110
amila Ratajczak	114
dam Kulesza	
rystyna Engelmayer-Urbańska	116
wia Furga	118
ıli Singer	122
ketchbooks	120
	shua Hernandezatalia Łajszczakamila Ratajczakamila Ratajczakamila Ruleszaaystyna Engelmayer-Urbańskaawia Furgaali Singerabastian Yepesalia Potockaamilia Potocka

KA MILA Н CZAK RD AM KUL RYST SZA SE A **YNA** CA ST **ENG** IA **LMAY** TLI URE MA S **AŃSKA VIL** AL NAT ALI A O ט A H 0 **EIR** S AC ⊃ŁC KA ŃSKI **RZY** NA PŁOC IŃS KA

Patrząc / Watching / An sehen catalog

Warsaw, Boston 2015

It is all about conversations... I was at MOTYF 2014, a motion design conference organized and chaired by Prof. Ewa Satalecka, that I shared with her my plan to bring a group of students from MassArt to Warsaw and Berlin for a journey to visit these two European cultural centers, not only as popular tourist destinations, but also to meet and interact with professionals from the field of communication design in both cities.

Poland and Germany are recognized internationally for their contemporary innovative graphic design and illustration, animation, motion graphics, and dynamic media design, as well as for their great contribution to the history of communication design. Historically, the Bauhaus and the Polish School of Poster are two most influential design traditions that have shaped the contemporary communication design. Both Warsaw and Berlin urban centers (roughly the distance from Boston to Philadelphia) have superb museums, galleries, palaces and churches that chronicle a rich European heritage and its complicated history.

Prof. Satalecka's reaction was quick and straightforward. She suggested to do it together, and collaboratively work on the program for MassArt and her students from Polish-Japanese Academy of Information Technologies. The same day (yes, this is Prof. Satalecka's modus operandi) she introduced me to Beata Czajkowska from ZNACZY SIĘ Fundation and they both convinced me to add Cracow to the itinerary, with which I gladly complied considering the benefits of their preliminary vision. And we began to exchange ideas of whom our students should meet and what format of interaction would be best... The concept of *Patrząc / Watching / An sehen* was born.

I was involved in a travel course before. My MASSART colleague, Prof. Elizabeth Resnick, invited me to partner with her in developing a similar course to The Netherlands a couple of years ago. Bringing American students to Europe is itself a profound learning experience for them. But bringing students of communication design department — graphic designers, illustrators, animators — and engaging them in direct interactions with European professionals, and educators, and students, elevated their experience to a different level.

That idea of a conversation is what makes a difference. A conversation between young people growing in different cultures... Between students of the same disciplines but learning within different curricular philosophies... Between students and professionals operating within different markets... Between global and local visual languages... Between familiar and unfamiliar... It is all about conversations.

Jan... You know how much I value conversations. Our friendship starts with one. You get off the train. I invite you to a modernist café, the freshly built Silesian hotel. You eat scrambled eggs. We have some coffee. One hour later you say: "I feel like we were classmates." We talk, write, text, skype, chat, ever since.

We live in different realities. You know my story. I'm learning about yours. I could live in your library. I like it when you say: "Just wait, I'll show you this book..."

Or you ask: "And you sure know this?" holding out another one.

"Boston is education industry," you say. "I wish I could say that about any of the Polish towns," I reply. "My students need to meet real people, talk to designers, talk to your students, see the town. Can you help organize this?" you ask. "I sure can, Ian."

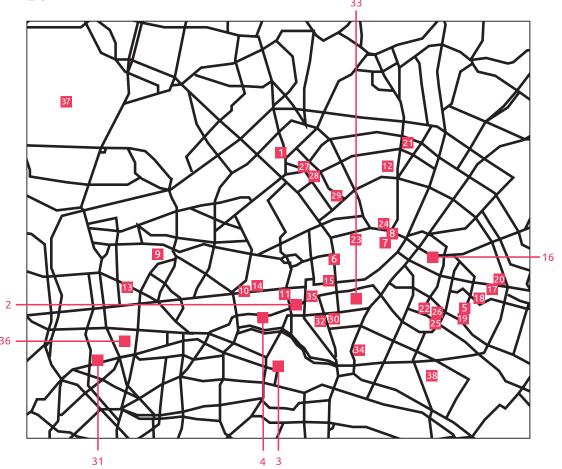
And so our students organize the meeting, invite designers, prepare the itinerary of visiting Polish and German design studios, make presentations at the academy, museum trips, late nights in bars and clubs. They ramble around towns together until four in the morning.

At the newsagents I buy the "Books" magazine with Miłada Jędrysik's article: "Will the Internet Kill Conversation?" The author quotes the book we had looked through in your office, *Reclaiming Conversation* by Sherry Turkle (2015): "(...) computers offer the illusion of companionship without the demands of friendship, without the demands of intimacy. Because face to face, people ask for things that computers never do. With people things go best if you pay close attention and know how to put yourself in one's shoes. Real people demand responses to what they are feeling. And not just any response." And another one, Danah Boyd's *It's Complicated: The Social Lives of Networked Teens*.

We design communication. We enjoy new tools. We develop them. They help us communicate fast. An article or a book takes three seconds to fly over the ocean. It takes me eleven hours to fly to Boston. I sit on the chair at your computer. I watch slides for your lecture. "Which of these do I give you?" you ask. "What would be good for your students?"

"Write something about conversations," you say. So I am.

Berlin



- 1. Smart-hostel
- 2. Edenspiekermann studio
- 3. LucasFonts studio
- 4. art+com studio
- 5. Burgermeister
- 6. Branderburg Gate
- 7. Pergamon Museum
- 8. DDR Museum
- 9. Berggruen gallery
- 10. Museum of Photography
- 11. Bauhaus Archive
- 12. Mauerpark (legal graffiti)
- 13. Central Coach Station
- 14. Zoologische Garten
- 15. Film Museum

- 16. Museum of Letters
- 17. Warshauer street
- 18. Blu mural
- 19. Os Gemeos mural
- 20. Berlin Skatehalle
- 21. Roa mural
- 22. Museum of Things
- 23. Murphy's Irish Pub
- 24. Curry 61 (currywurst)
- 25. Victor Ash mural
- 26. Roa mural
- 27. Victor Ash mural
- 28. Vhils mural
- 29. Kunst fur Alle poster
- 30. Gat Hotel

- 31. Jianping He studio
- 32. Martin-Gropius-bau
- 33. Anje Jager studio
- 34. Jewish Museum
- 35. Holocaust Memorial
- 36. Pentagram Berlin studio
- 37. Tegel airport
- 38. Tattoo studio

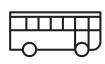




29 FEMALE STUDENTS



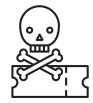
8 MALE STUDENTS



9 H BUS TRIP FROM WARSAW



1 WALL PAINTED



1 TICKET FINE



1.5 H FLIGHT FROM CRACOW



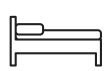
7 DAYS



1 TATTOO DONE



11 GALLERIES/MUSEUMS



2 HOTELS



2 BIRTHDAYS



1 THEFT ATTEMPT!



9 DESIGN STUDIOS



CURRY WURST!



COUPLE OF POSTERS
"BORROWED" FROM
STREETS



- 1. Polish-Japanese Academy of Information Technologies
- 2. Academy of Fine Arts
- 3. Palace of Culture and Science
- 4. Museum of Modern Art
- 5. Museum of Polish Jews POLIN
- 6. Neon Museum
- 7. Sobieski Hotel

- 8. National Museum
- 9. Invisible Exhibition
- 10. Museum of Warsaw Uprising

- 11. Zachęta gallery
- 12. Edipresse Publishing House
- 13. Central Train Station
- 14. Airport
- 15. Poster Museum in Wilanów
- 16. Blu mural
- 17. Old Town
- 18. Warsaw Palm tree
- 19. Tattoo studio
- 20. Phlegm mural

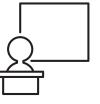
|-------| 2 km / 1.2 mi



28 FEMALE STUDENTS



12 MALE STUDENTS



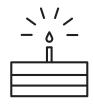
7 LECTURES



8 GALLERIES/MUSEUMS



6 DAYS



1 BIRTHDAY



11 H FLIGHT FROM BOSTON



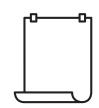
3 TATTOOS DONE



1 MYTH BUSTED NO POLAR BEARS IN WARSAW



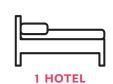
DUMPLINGS!



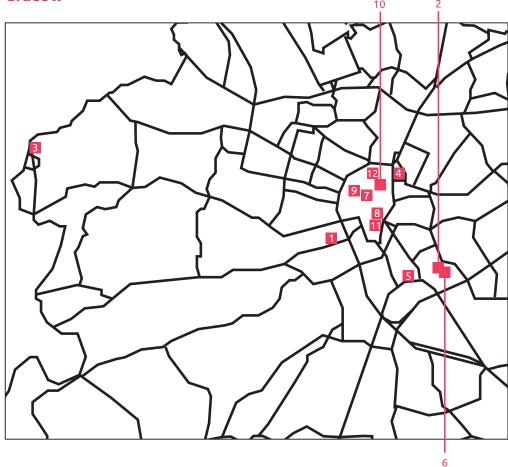
1 POSTER DESIGNED MANY POSTERS BOUGHT



16 DESIGNERS



Cracow



1. ZNACZY SIĘ Foundation

2. Museum of Modern Art MOCAK 8. "Game pub"

3. Airport

14

4. Main Train Station

5. Blu mural

6. Oscar Schindler's Factory

- 7. Old Town
- 9. Zbiok mural
- 10. Academy of Fine Arts
- 11. Hotel

12. Tattoo studio



13 FEMALE STUDENTS



8 MALE STUDENTS



5 LECTURES



2 GALLERIES



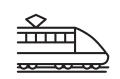
3 DAYS (USA STUDENTS) 1 DAY (POLISH STUDENTS)



1 BIRTHDAY



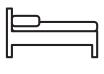
1 POSTER DESIGNED



2.5 H TRIP FROM **WARSAW**



6 DESIGNERS MET



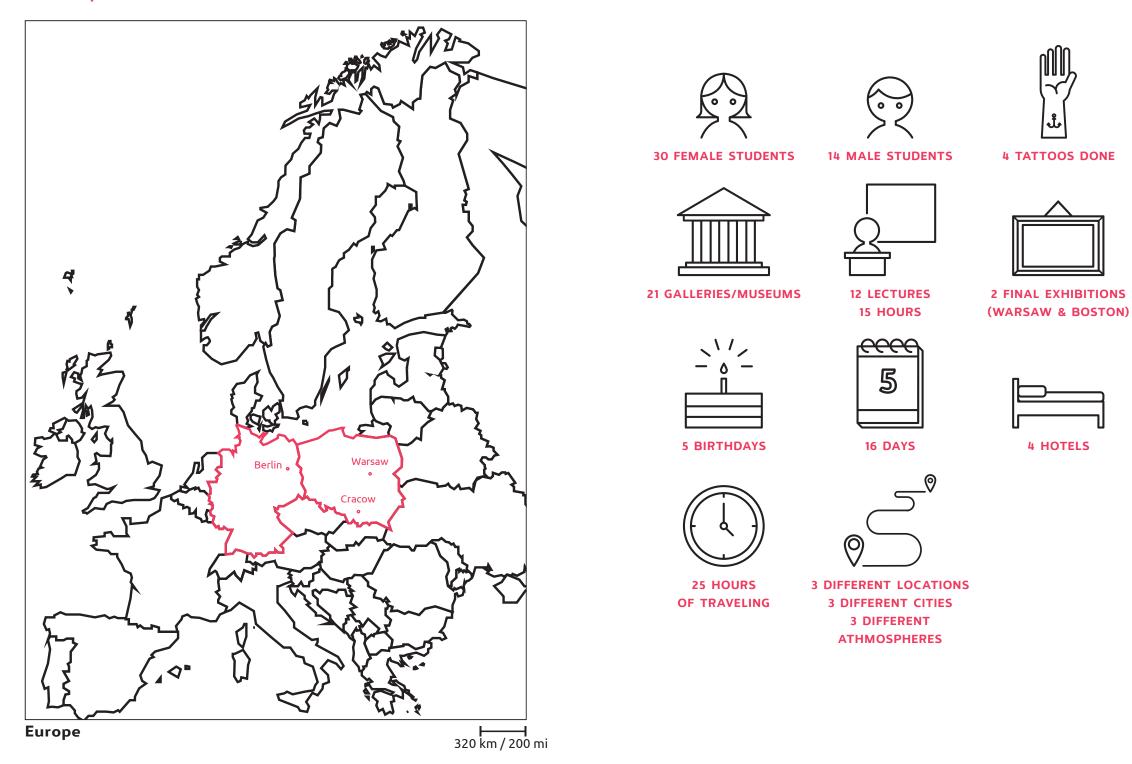




3.5 H TRIP FROM **WARSAW**

2 km / 1.2 mi

Germany and Poland



16

4 HOTELS



02.03.2015 | 10:00-18:00

Polsko-Japońska Akademia Technik Komputerowych ul. Koszykowa 86, Warszawa (budynek główny – aula)

Jacek Utko

Aleksandra & Daniel Mizielińscy

Hipopotam Studio

Joanna Górska & Jerzy Skakun

Homework Studio

Hania Kulenty Marcin Wichrowski Agata Nowicka

dyskusja

goście specjalni

Krzysztof Lenk Justyna Lauer Marek Knap

w ramach programu

PJATK SNM ENGLISH PROGRAM STUDENTS Ewa Satalecka / Zuzanna Walas MASSART STUDENTS OF GRAPHIC DESIGN AND ILLUSTRATION DEPARTMENTS Jan Kubasiewicz / Elizabeth Resnick

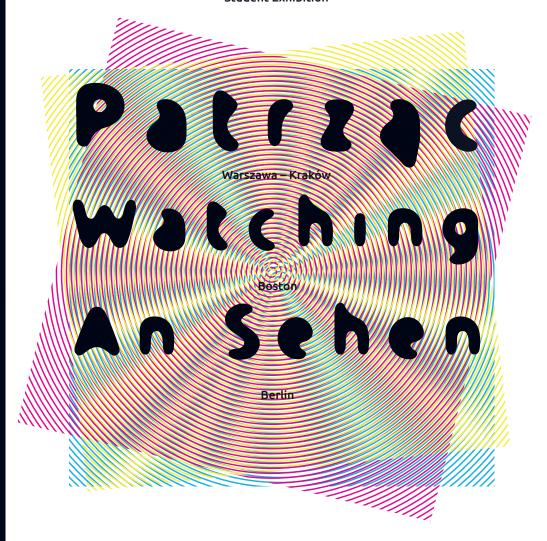
spotkanie w języku angielskim, bez tłumaczenia, ma charakter otwarty dla studentow udział nie wymaga rejestracji

organizatorzy dziękują projektantom, za non-profitowy udział w spotkaniu.





Student Exhibition



17.12 2015 Polsko-Japońskiej Akademii Technik Komputerowych Galeria Studio Sztuki | budynek C ul. Koszykowa 86 | Warszawa

Massachusetts College of Art and Design 621 Huntington Ave | Boston



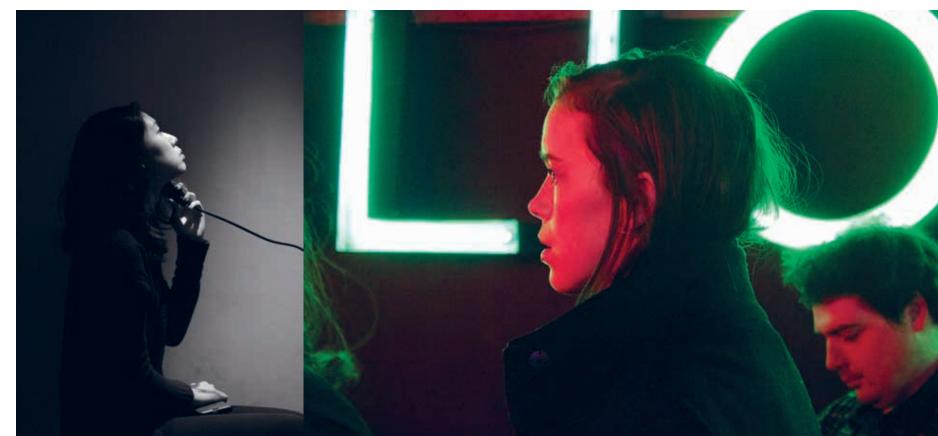






Molly Kirk Berlin





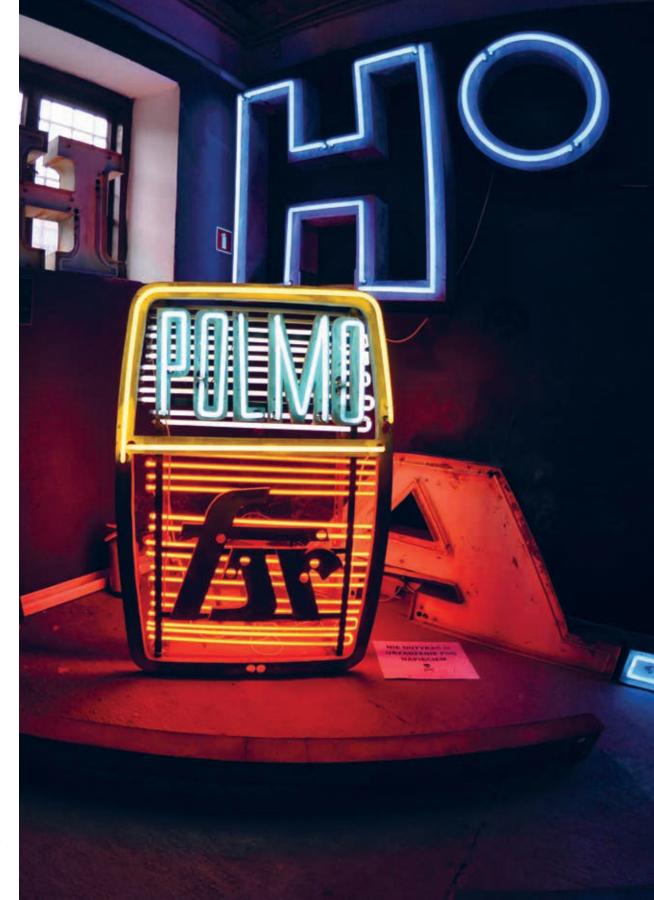
☑ Rich Lopez
Warsaw
Berlin

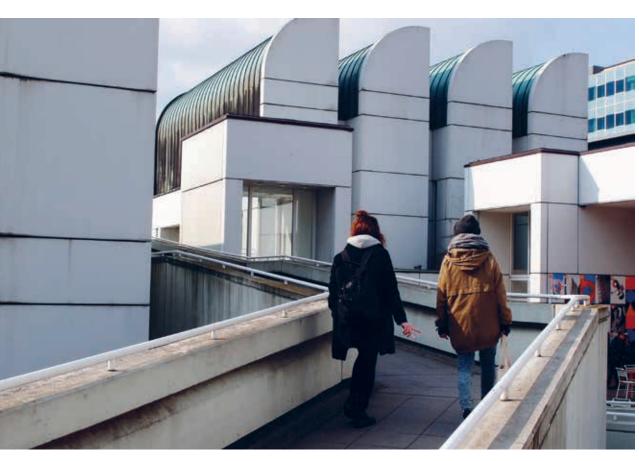






© Tali Singer Warsaw Berlin

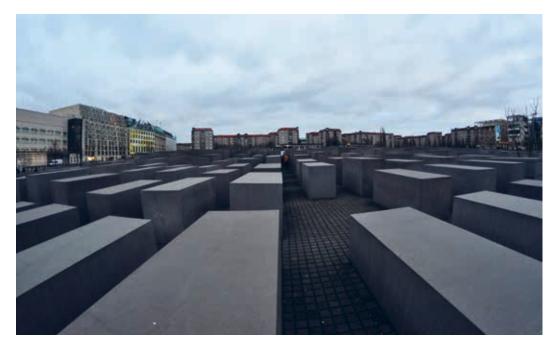




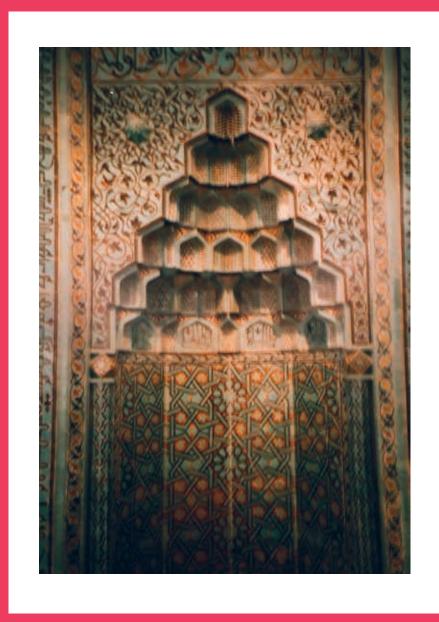
🔯 Anna Rabczuk Berlin



Angela Huang Berlin

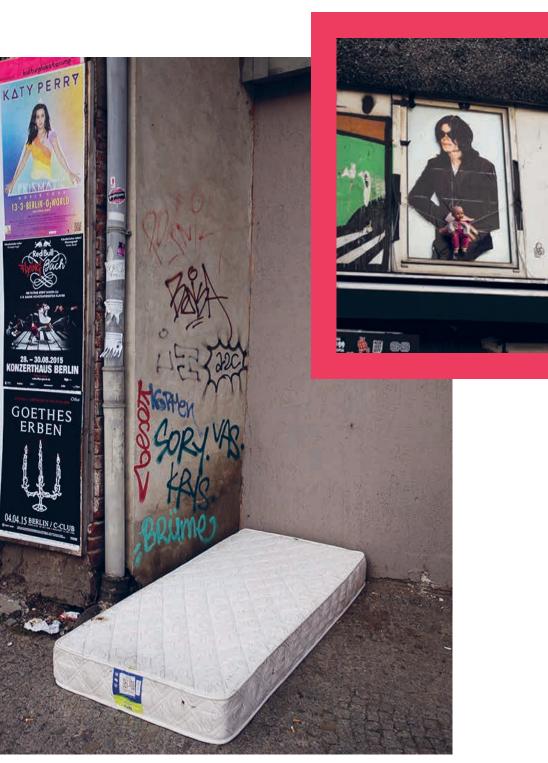


Tali Singer Berlin

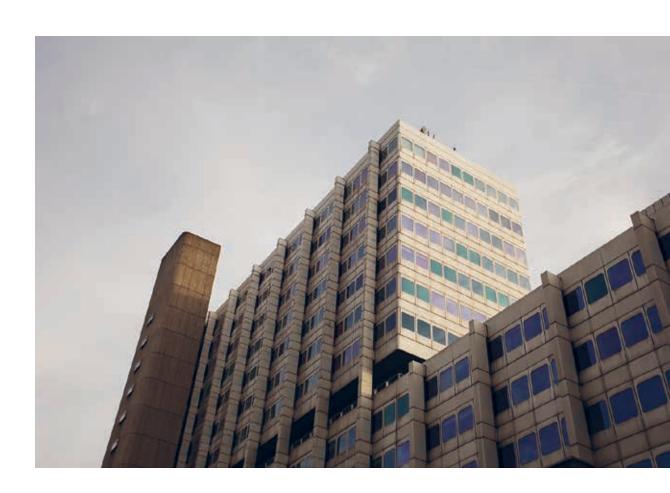


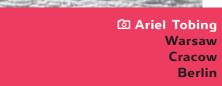






Maciej Połczyński Berlin







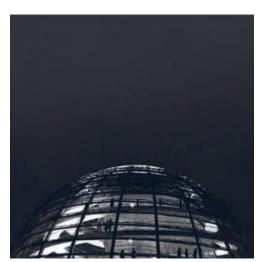






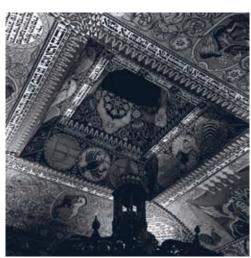
















Sebastian Yepes Berlin



Sebastian Yepes Berlin
Mariclare Rethore Cracow





Maciej Połczyński Berlin







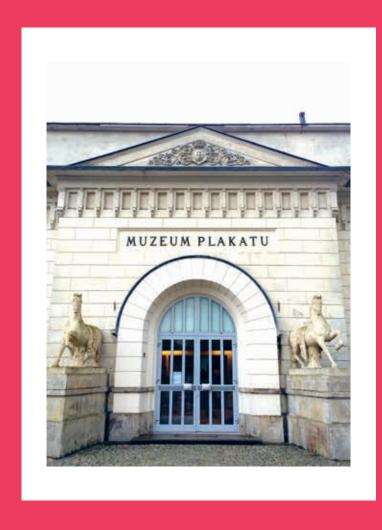






Maciej Połczyński Berlin

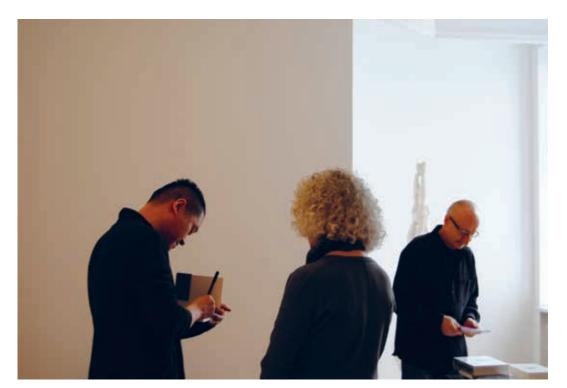


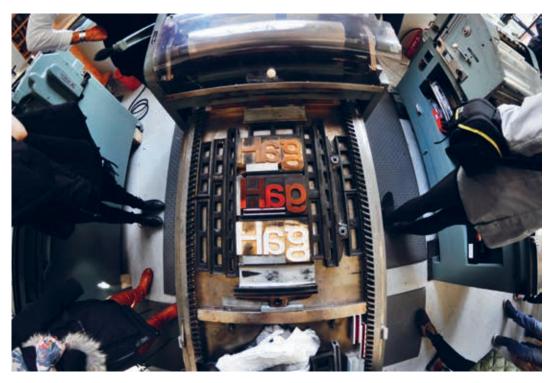






⊚ Mariclare Rethore Berlin





Tali Singer Berlin



☑ Liz Swanson Berlin



☐ Liz Swanson Berlin



44 © Sebastian Yepes Cracow

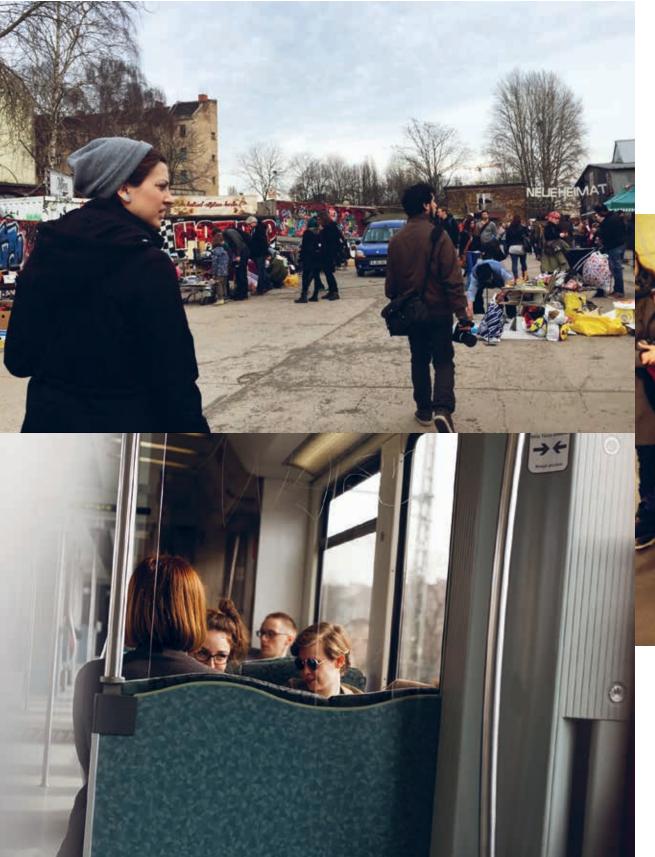




Sebastian Yepes Berlin



Molly Kirk Berlin





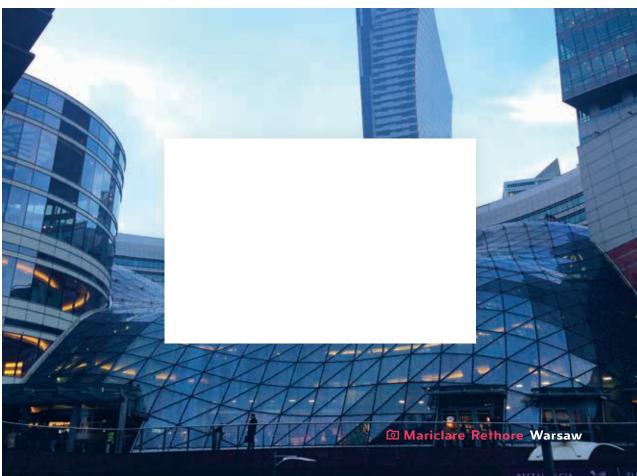
Tali Singer Berlin



™ Molly Kirk Cracow

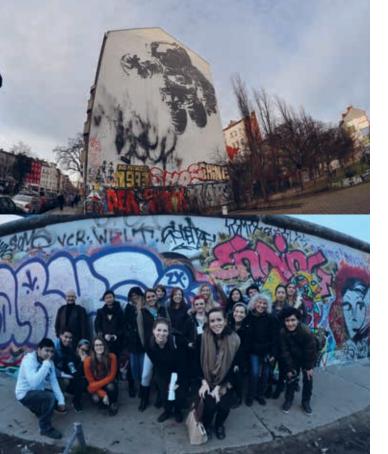


🔯 Angela Huang Warsaw

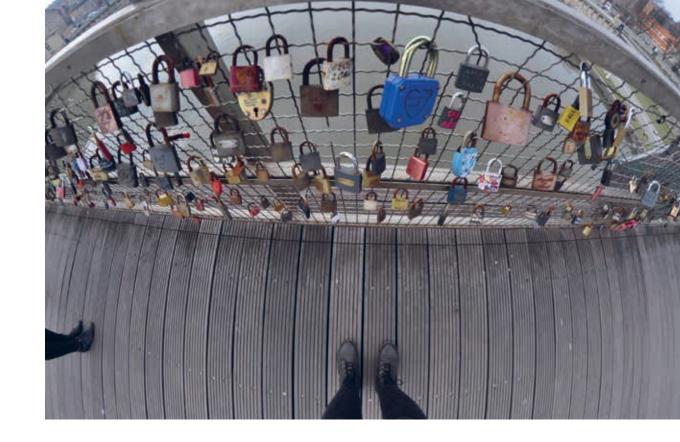


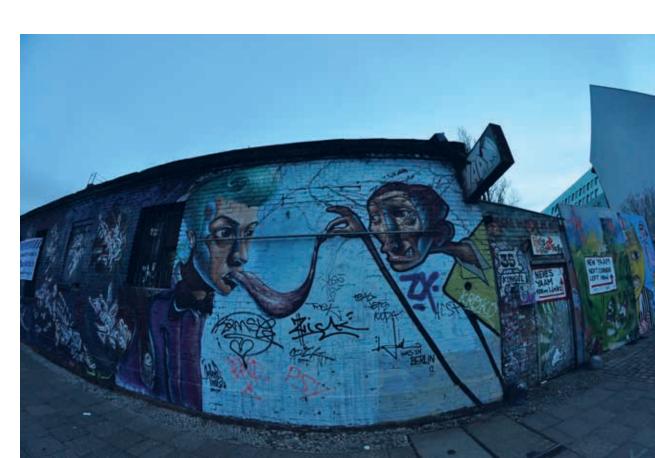






Tali SingerCracowWarsawBerlin





Graphics is not a game, but it can play on your imagination, just like hide and seek.

DEEMIR

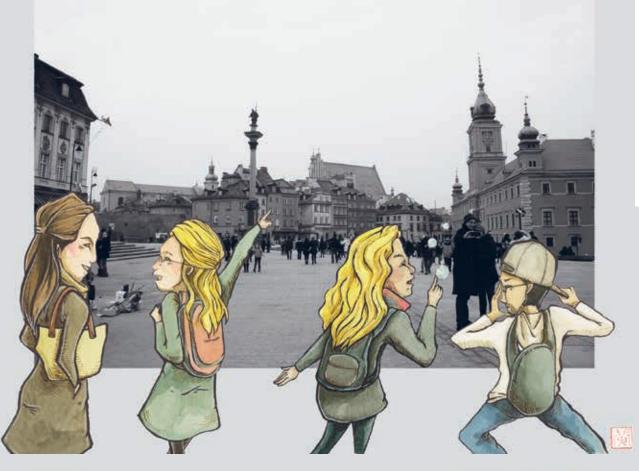
YOU ARE IN A FOREST. > explore_

G I am trying to be more conscious of the way my own culture is reflected in my illustration.

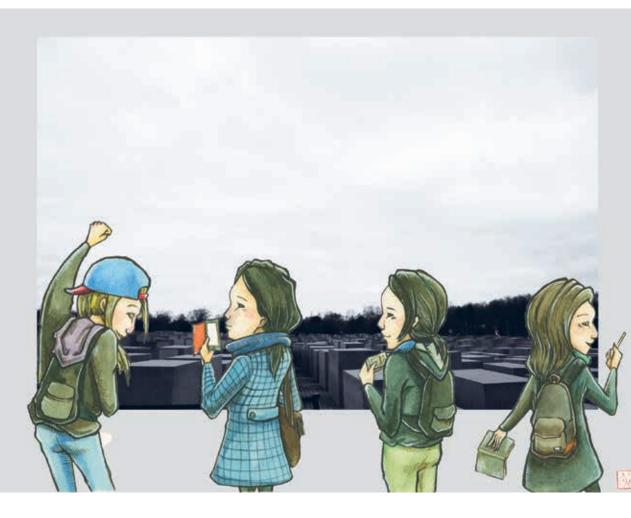
EEELA HUANG

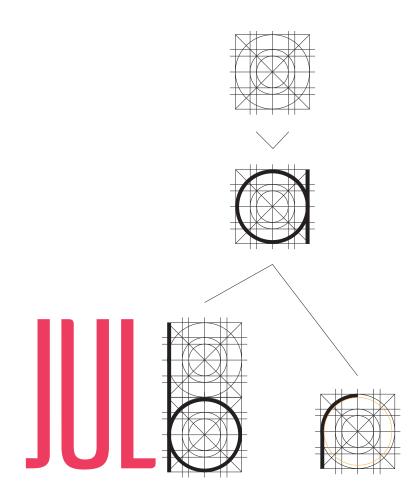






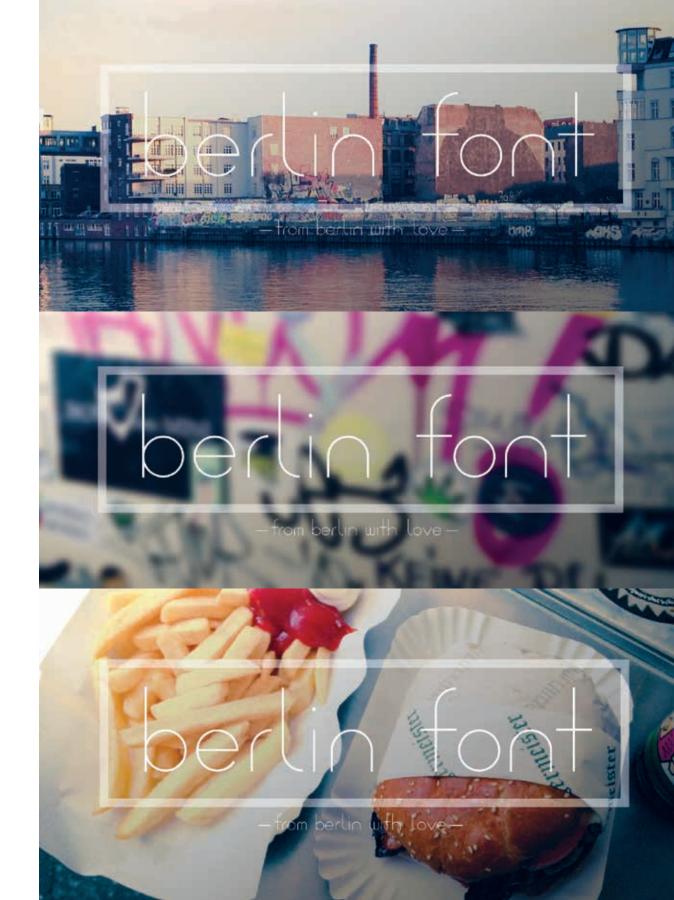






Among dozens of common features of all living creatures there is one that is specific and unique to human being. That thing is desire to communicate. Along with writing other concept has started to be formed.

A concept of art.



A R

We, as Americans, function in artistic environment that values the lone, selfmade

man, a person with an identity of their own. Illustration students in particular see every work they make as a way to build their own personal brand, and cringe at the idea of being the unknown (albeit excellent) illustrator on the label of a beer bottle.

BIN G



The group went from the snowy mounds of Boston, to somewhat grey skies of Warsaw, as well as breathtaking scenery from both Krakow and Berlin, all in search for our own fulfillments.







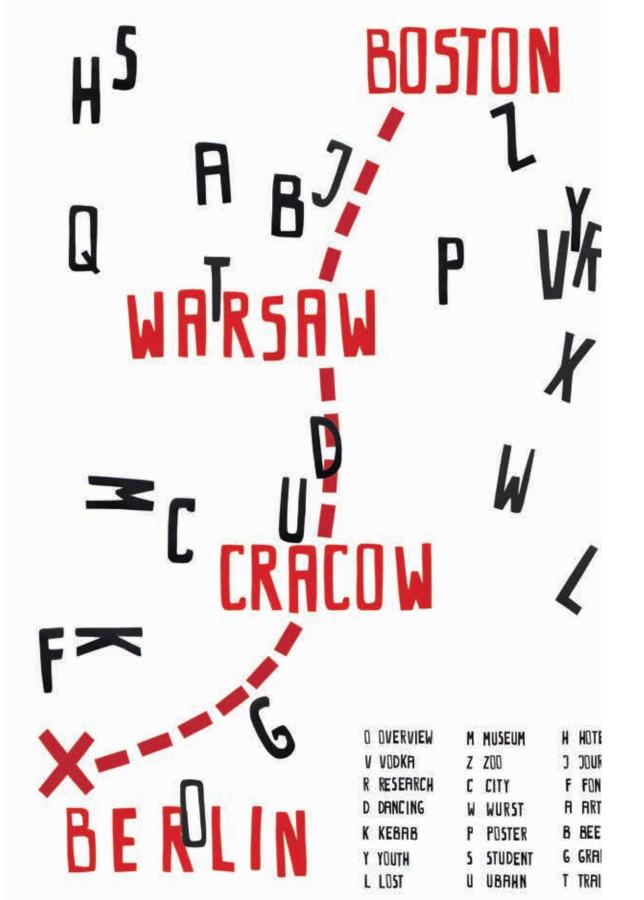




AD

First, we were strangers, looking at each other with no trust, then we started writing our own story and making our own map. Three different cities, hundreds of thousands of steps, dozens of liters of the beer and millions of captured shots. We are pretty much the same, despite the distance and different cultural background.

LA MA DE



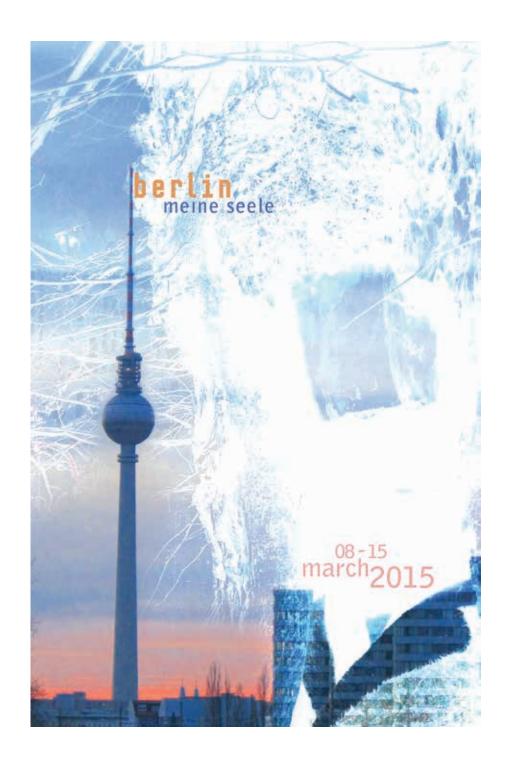
JA

Another thing I was really influenced by was the use of photography and type in posters. The most interesting thing to me was how photography was used singularly, how it was used in combination with multiple other photographs, and how it was distorted and added to by the hand of the artist/designer.

EIRCOS









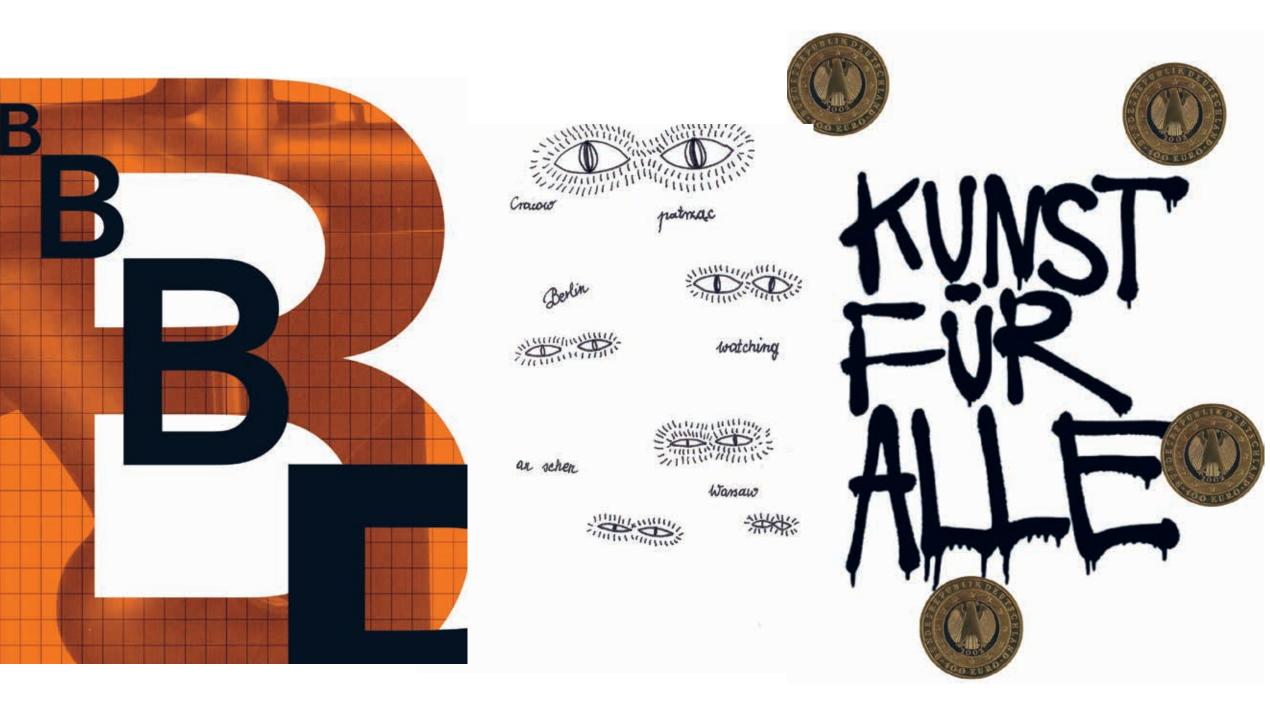
Helmut Newton, Arielle after a haircut, Paris 1982.

RA our han design.

We have to use our eyes to understand what we see and our hands to create our own

BCZUK





74 ANNA RABCZUK

MA So what would have happened if we tried to place something so characteristic for Japanese visual culture onto a completely different place? ZATTA **SAR** SKA

76

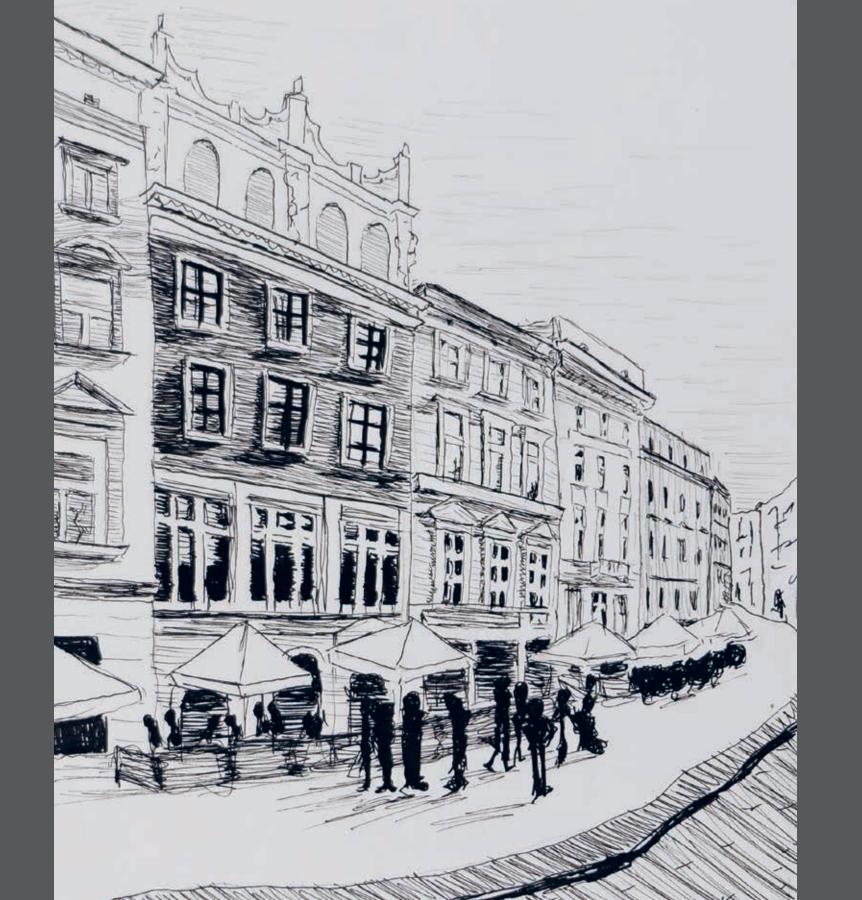


MAŁGORZATA PISARSKA 77



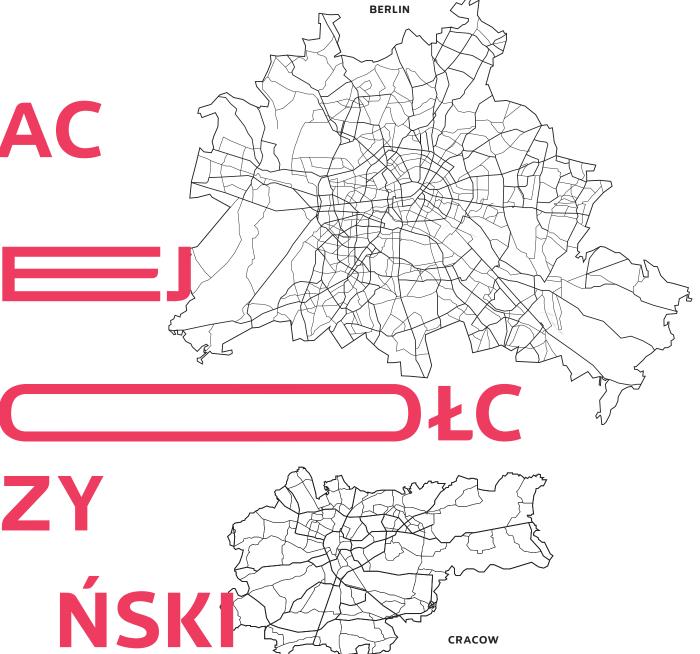
Design is all around us, and it is our responsibility as artists and designers to make the world a more artful place. My desire to create grew with each artist and designer we met. The design was so fresh and effortless. Everyone was genuine and passionate about their work. While it was hard to reflect on my immediate surroundings at the time, I find that looking back on our experience one month later, I am able to draw some comparisons with the culture and design that we witnessed.





Berlin felt like the right place to be... Time spent in the city was very intense – studio meetings, museums, galleries and nightlife... quickly I got the impression it is a place "for people", which I hardly ever feel in Poland.







KA

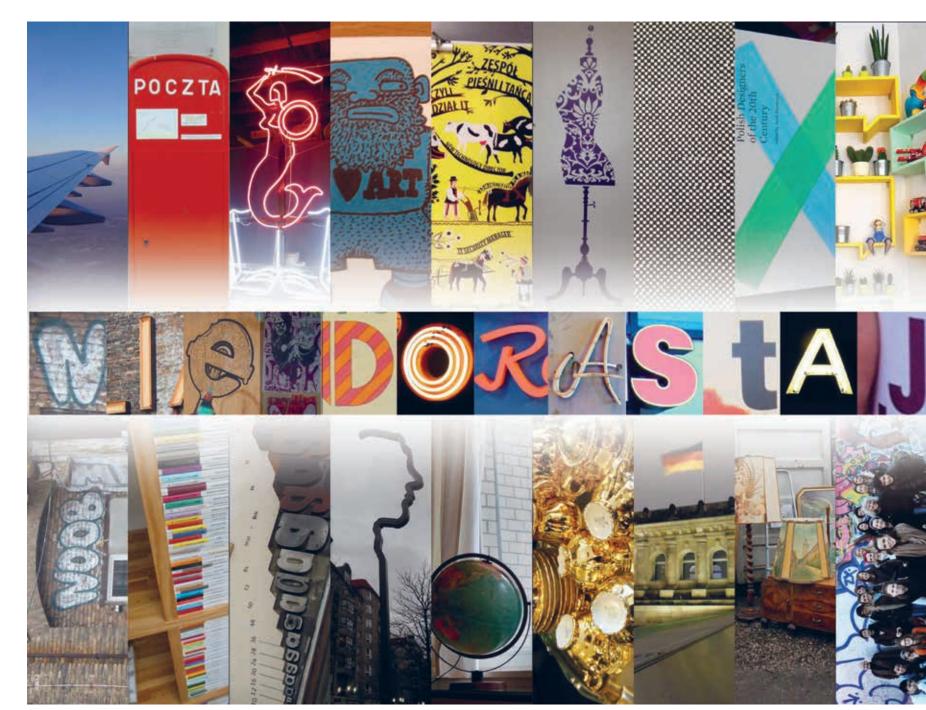
This time I didn't want to just take nice pictures to show my family.

Researching the visual RZY communication was much more fun than just going to an exhibition without real purpose.

PŁOC IŃS KA



AL After visiting all the schools and studios, I felt that in Poland and Germany they allow more creative experimenting when it came to making things.

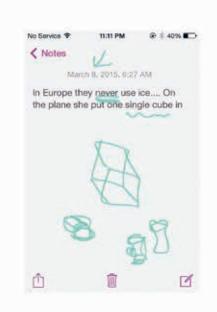


90 ALI STREETER 91

AMA

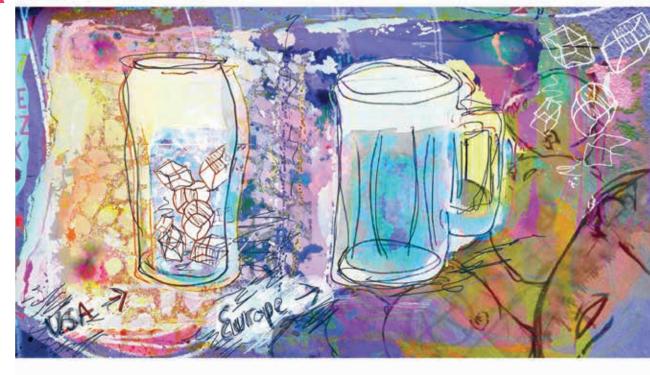
A dream filled with the most inspiring people, emotional museums, amazing architecture, artistic graffiti, and so much more both visual and eventful.

ALLA GHEER

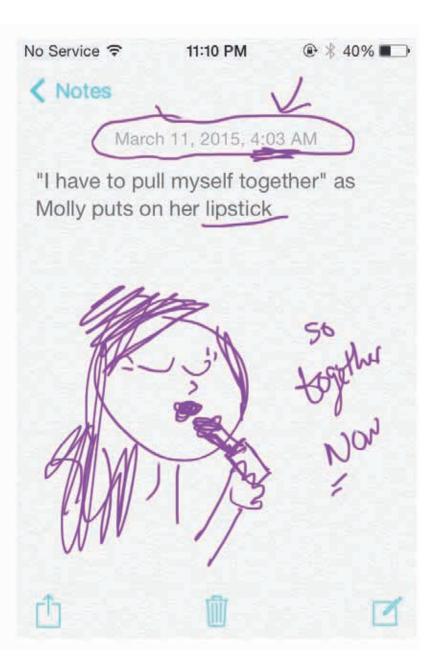












I started to get more excited about this part of the trip I missed this entire genre of posters? posters?!

ON





intnlliz.tumblr.com

ELIZABETH SWANSON 97



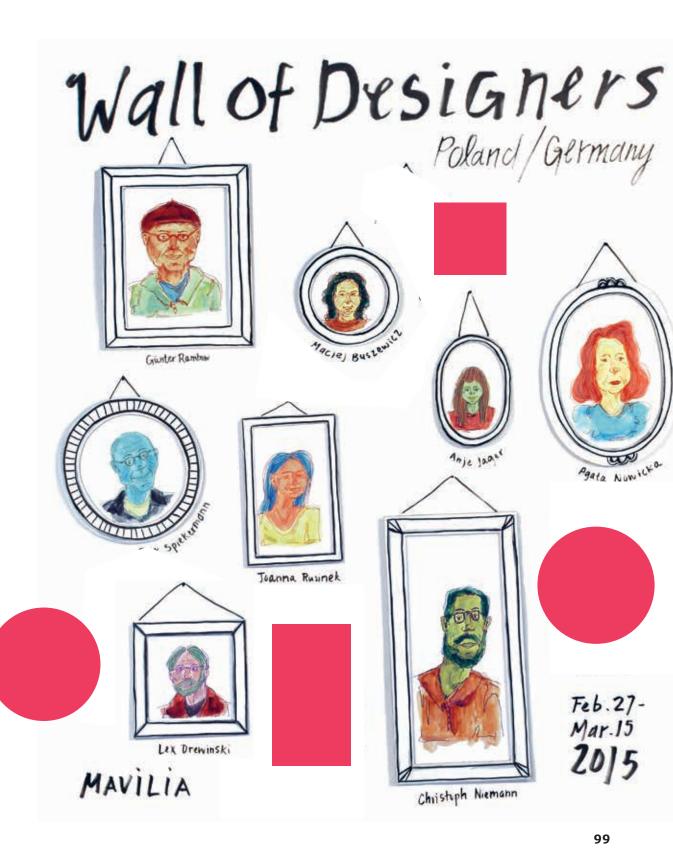
CA

People are better than places and places are made up of people. The most inspiring thing I took away from this trip was watching these designers doing what they love I show do it the way they want. So as Erik Spiekermann says, "Move fast and get shit done" and that is exactly what I will be doing, shit meaning art.



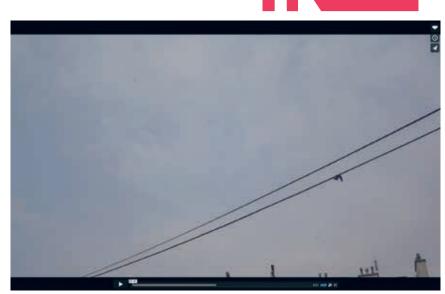






I was inspired by the day that the group did not get to ride the hot air balloon in Berlin, because of the weather was

not clear enough. Balloons symbolize rising, hope and adventure, just like taking a flight to a foreign country and getting out of your comfort zone.

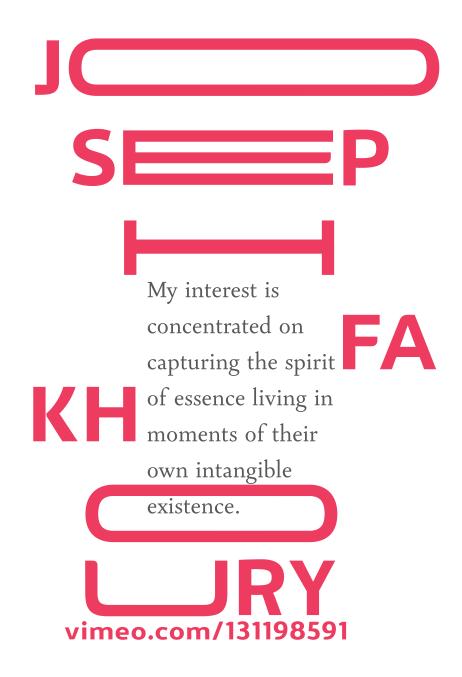


vimeo.com/122338614



vimeo.com/127406265

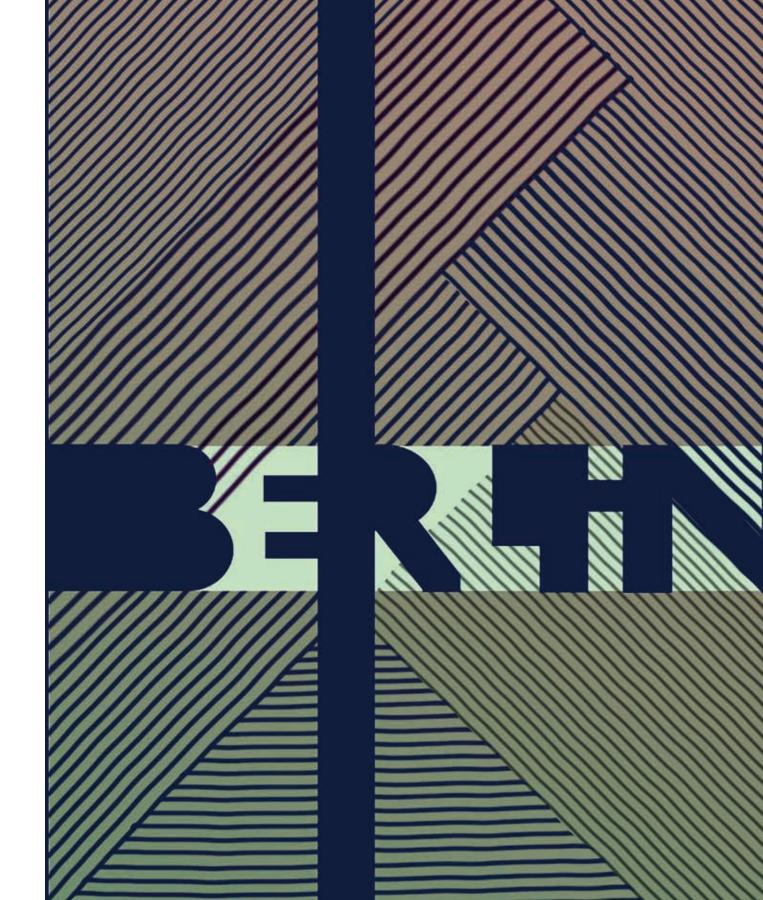






MAR The Amosphere gives power to create.

YSZ EW SKA



MAPRI **AMYS** ZEWS KA JOSE PH F-AKH OUFRY



communication system



AG

NIES







K

We want to enable
everyone to share their
interpretation on the
paperboard next to the
images. We wanted
viewers to pay attention
to the fact, that while







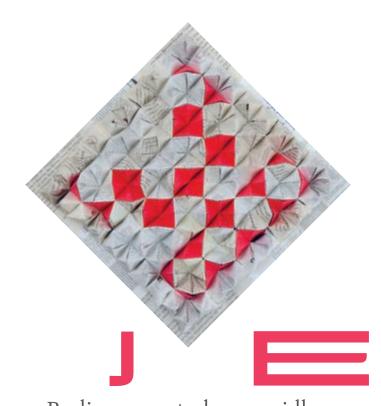
looking at the seemingly simple items, each of us has his own unique interpretation.

NA





THA EOLKO



Berlin seems to be a rapidly

changing city. Overlooking
the skyline you could see
cranes everywhere, evidence
of new developments.

PLJ RD Y

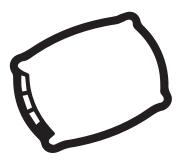


HU

Design eventually started appearing not just in the studios, but in my surroundings. It really opened my eyes to how much of it exists and how me as a designer has such a powerful position in society.







The solid pillow

represents the density of dreams that eventually overfilled the Soviet Union and drove them away



The aged beam

represents the struggle that the Polish People went through to gain their independence peacefully from Communisim



The light

that reacts to the presence of people, is there to highlight this achievement in history and reaffirm the possibilities of unity among communities



The sound

aspect of this installation is meant to trigger a moment in history where the voice of a group of people were heard



Process

To commemorate the Solidarity movement I used metal and welding materials because of the fact that this movement started out in the Gdanks ship yard as a union strike. Aside from the physical installment, there was also the coding that went into sensors to determine the proximity between the person and the installation. These sensors then triggered light and audio relating to the movement to begin its sequence.

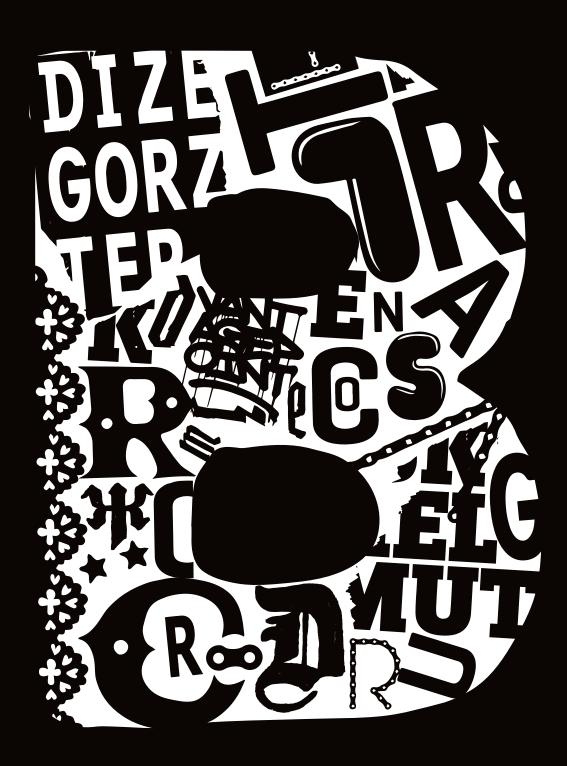
NATT ALI

A city space full of messages. Posters, ads, graffiti, tags... they all are invitations, manifests or opinions.

I used the letters from various canals of visual communication and made posters which show the dynamic of the city.

ZAK





B R L n

















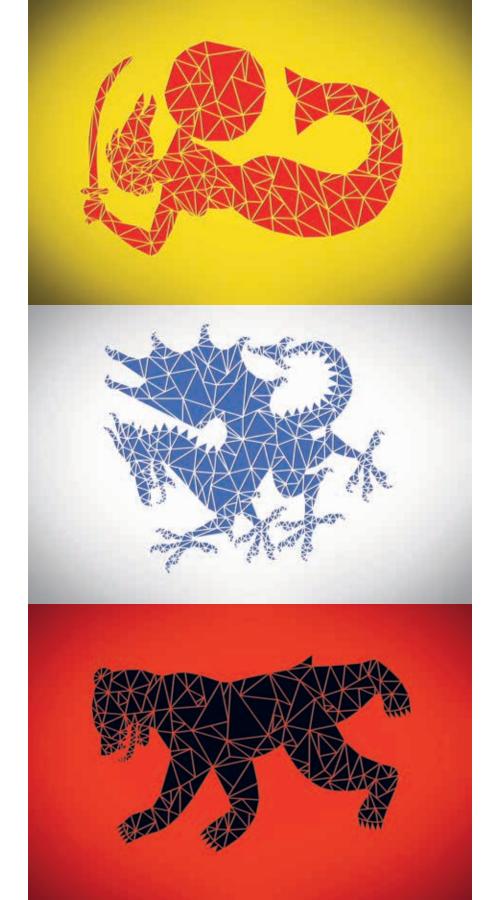






KA MILA RATA

Each city moulds it in a different shape, but yet, they are all connected with the same desire and need for aesthetics and art.



RYS Continuous line draw-

ings of figures all over the Warsaw made during one long walk. the Warsaw made

ENGE LMAY

URE AŃSKA

vimeo.com/146763335

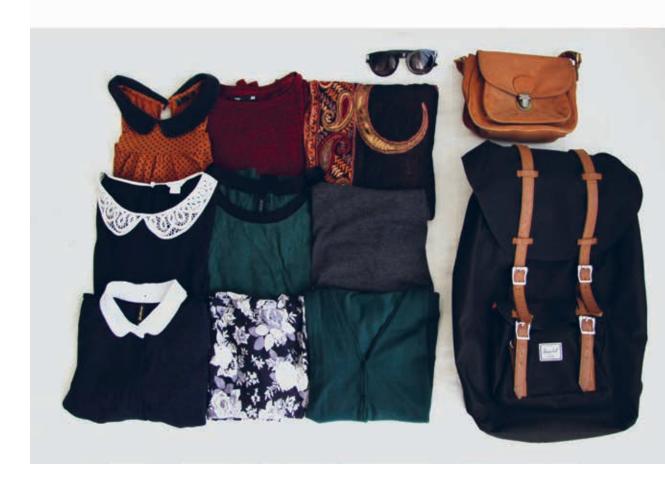
human

W

We subconsciously represent the model of modern hunter-gatherers.

We collect memories, as well as visual data and shoot to find the best possible ways to keep them for good.

GA

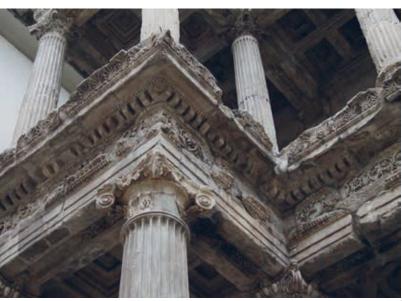


124 LIWIA FURGA 125



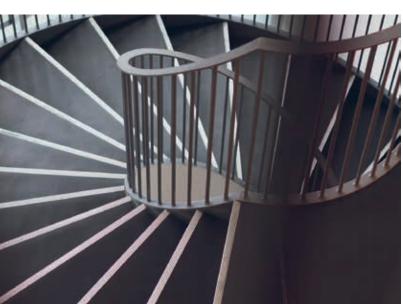


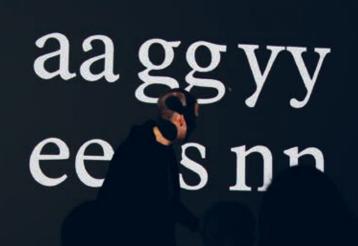














I learned that when you are in an environment that does not speak the same language it opens up an entire new experience. Even though,

when you are trying to communicate and you are not speaking the same language, as humans we still make it work.

GER



vimeo.com/147315067





SEEB

In our presentations at

Polish-Japanese Academy of
Information Technologies it
was obvious that elements
such as exploration and

ST

getting out of your comfort zone were part of the ingredients these individuals used in order to successfully accomplish their goals.

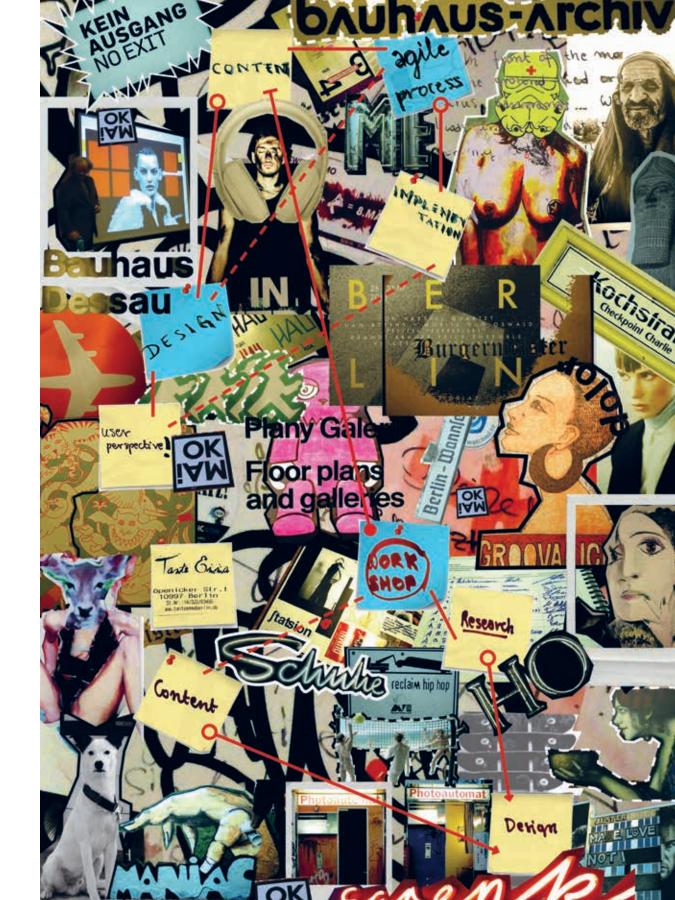


YEES PES

vimeo.com/147577201



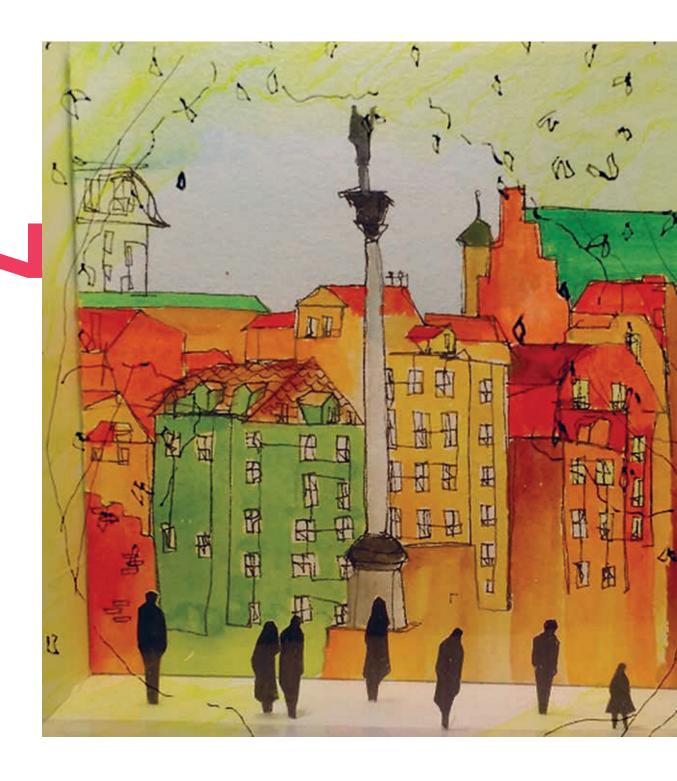
In conclusion, 'although visual communication my seem like a stack of tangles, like every working means of expression, it has certain rules to obey'. The cut outs were chosen on the basis of colours, shapes and the meaning they have for me. **CKA**



LY

One of the reasons why I love architecture is that an architect can interact with visitors long after he or she died. Virtue of great architecture is conveying the architect's idea or purpose of the building to the audience clearly.





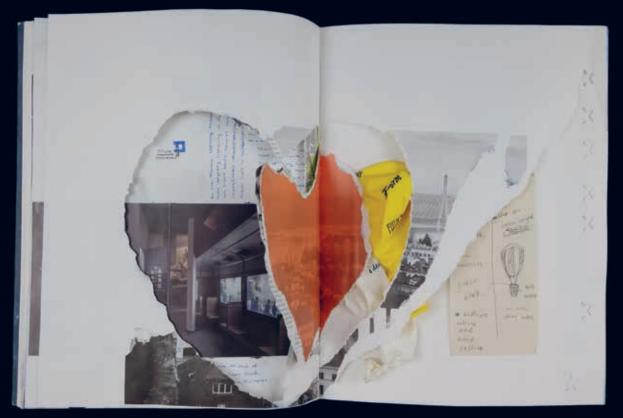
134 LYNN HONG 135



⇒ Jimmy Medeiros



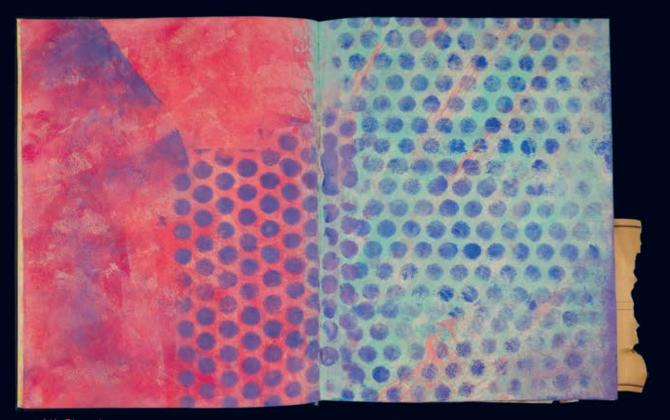




⇒ Bing Lin



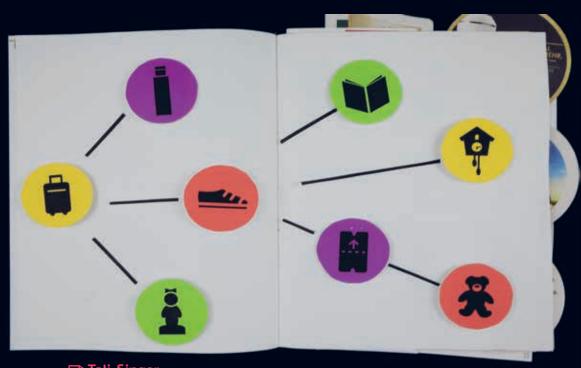
⇒ Sebastian Yepes



⇒ Ali Streeter



⇒ Sebastian Yepes



⇒ Tali Singer



B Adela Madej



Seath Minks

Propries

Propries

Aug Rolish

Collably

Start

I manted to look the

those poists misses

Aug Rolish

Collably

Start

I manted to look the

those poists misses

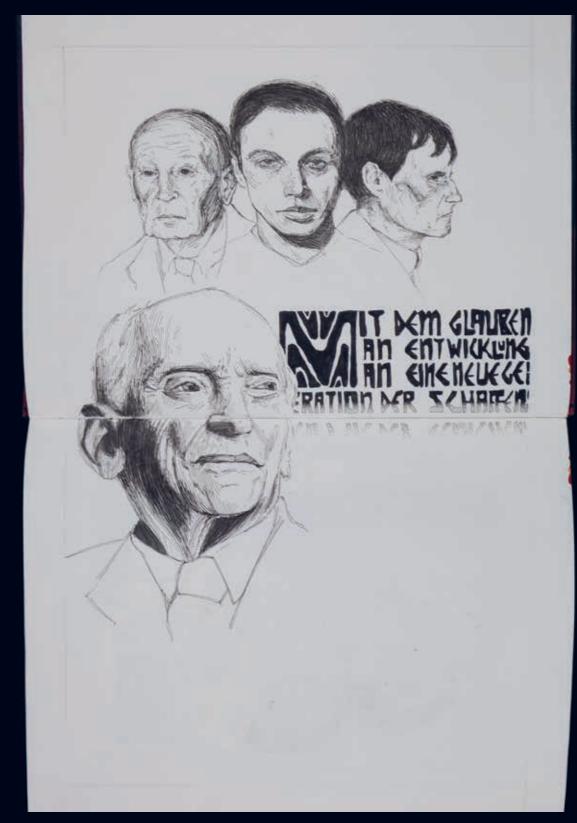
Admin to the

There is no the the

There is no the

⇒ Natalia Łajszczak

⇒ Caitlin Mavilia





⇒ Lynn Hong





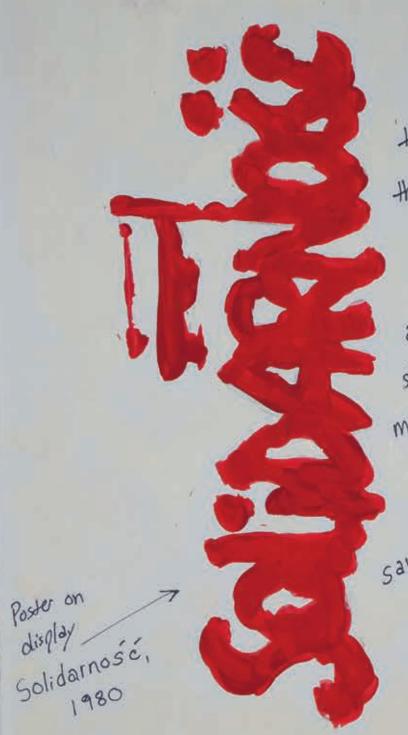
⇒ Amanda Gallagher



➡ Amanda Gallagher



⇒ Natalia Łajszczak

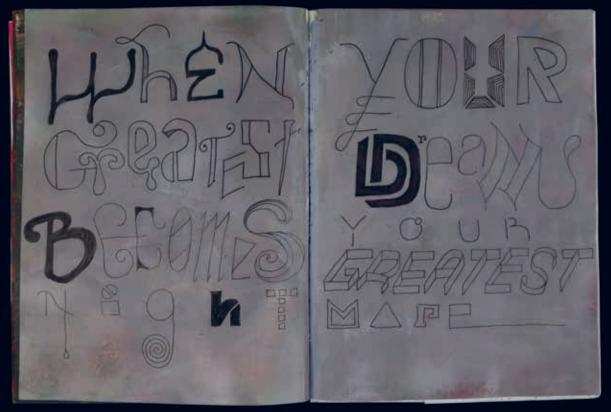


One of my favorite parts of this trip was visiting the Polish Poster Nuseum in Warsaw. on display was an amazing exhibition showing some of the most impartant postos in Plish graphie design history. We saw some smazing posters and even got a private viewing of the mu seum!





⇒ Jess Purdy



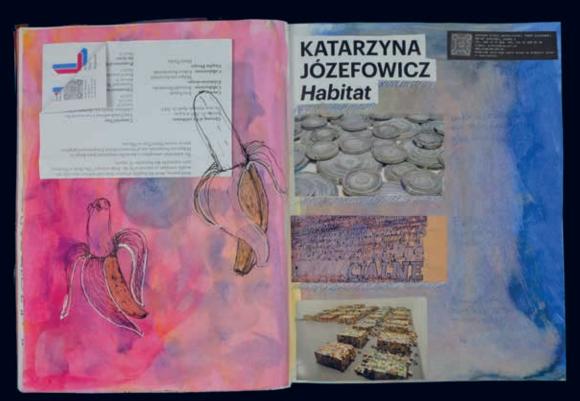
⇒ Jess Purdy

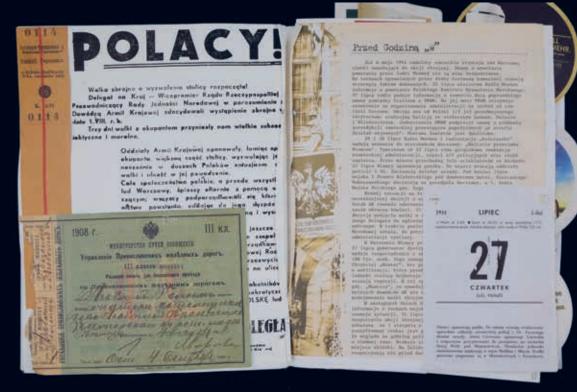




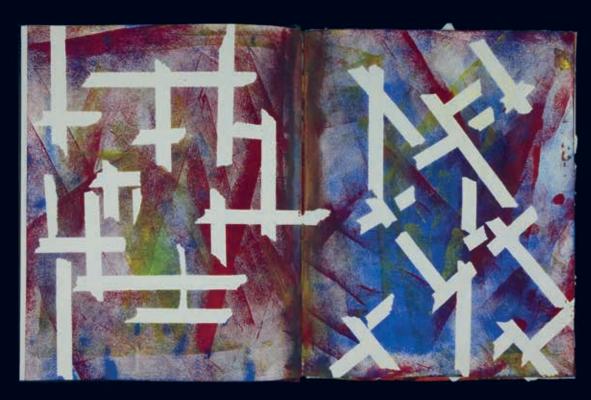


⇒ Tali Singer





⇒ Tali Singer





⇒ Bing Lin





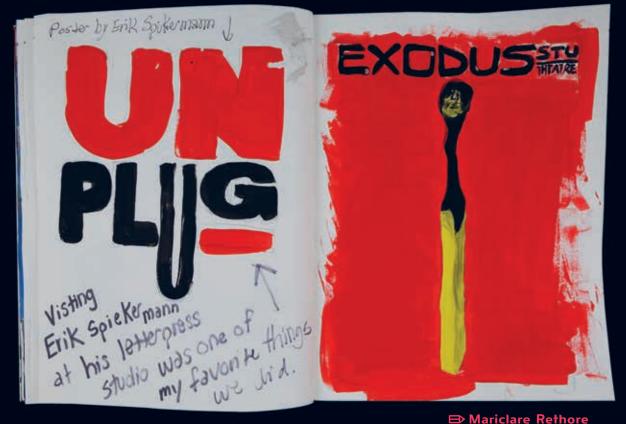
Boudreau Boudreau



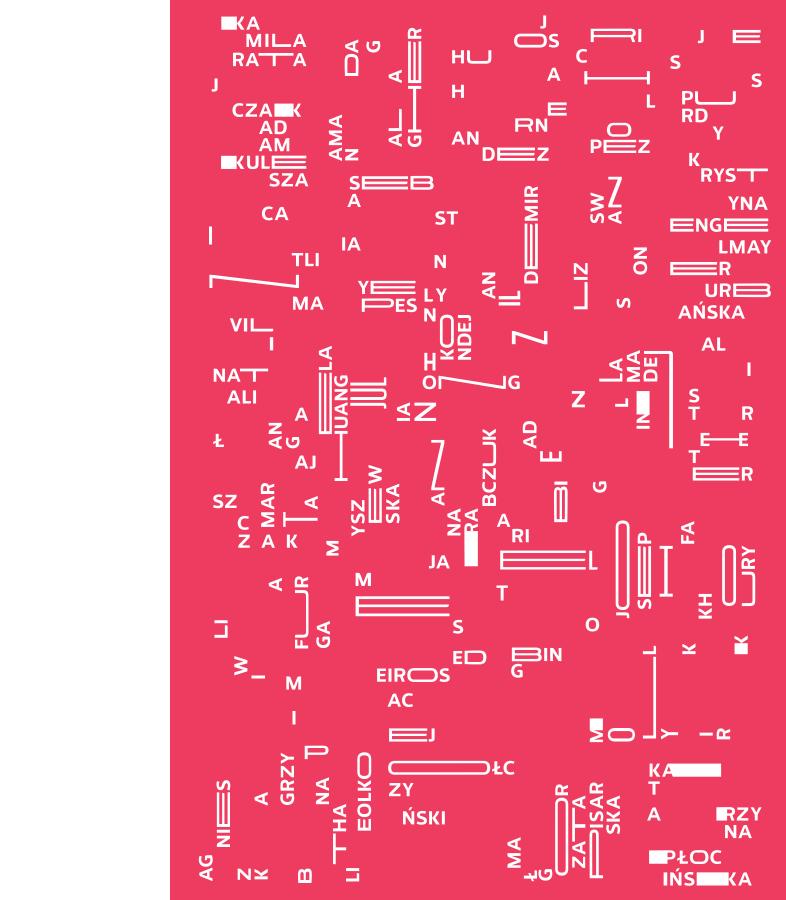
⇒ Caitlin Mavilia



⇒ Ariel Tobing



■ Mariclare Rethore



Organizers / Publishers:

Polish-Japanese Academy of Information Technologies ul. Koszykowa 86 02-008 Warsaw

Massachusetts College of Art and Design 621 Huntington Avenue Boston, MA 02115 USA

Print:

ISBN 978-83-63103-81-1 E-Book: ISBN 978-83-63103-82-8

Project:

Patrząc / Watching / An sehen research on visual communication Warsaw / Cracow / Berlin 28.02.2015 – 15.03.2015

Curators:

Prof. Jan Kubasiewicz Prof. Elizabeth Resnick Prof. Ewa Satalecka Zuzanna Walas

Editors:

Prof. Jan Kubasiewicz Prof. Ewa Satalecka Marta Myszewska Natalia Łajszczak Maciej Połczyński

Project managers

STUDENTS' RESEARCH Marta Myszewska Maciej Połczyński Zuzanna Walas Beata Czajkowska – znaczy się Foundation PUBLICATION MANAGERS Marta Myszewska

Natalia Łajszczak Maciej Połczyński

EXHIBITION MANAGER Marta Myszewska

Project Designers:

VISUAL IDENTITY Natalia Łajszczak Maciej Połczyński

PRINTS DESIGN

LAYOUT, TYPESETTING

Liwia Furga Adela Madej Natalia Łajszczak Maciej Połczynski

SET IN

Szymborska regular – Radosław Łukasiewicz (courtesy of ZNACZY SIĘ Foundation) Ayka bold – Maciej Połczyński

WEB PUBLICATION
And Demir

AR EFFECTS
Julian Kondej
Julia Potocka

MOTION MATERIALS POSTPRODUCTION

Marta Myszewska Olesia Pankov Natalia Tkacz consultant: Jan Duda

PHOTOS OF SKETCHBOOKS BY POLISH STUDENTS Agnieszka Grzyb Nathalie Olko PROOFREADING Beata Czajkowska Alicja Gorgoń Klaudiusz Ślusarczyk

BOOK PRINT

Petit Skład – Druk – Oprawa ul. Tokarska 13 20-210 Lublin

PAPER

Alto 130 g (inside)
Alto 300 g (cover)
ISSUE 300 COPIES BOSTON/WARSZAWA, 2015

POSTER PRINT

Independent students studio

Liwia Furga Adela Madej Natalia Łajszczak Maciej Połczyński

ISSUE 60 COPIES BOSTON/WARSZAWA, 2015

EXHIBITION

MassArt Students' Gallery, Boston Studio Sztuki [Art Studio] pJAIT 13th-19th December 2015 curators opening 17th December 2015

EXHIBITION CURATORS/MANAGERS

Warsaw: Marta Myszewska Boston: Joshua Hernandez Caitlin Mavilia

PJAIT GALLERY DIRECTOR Agata Cholewińska-Romero

Copyright:

© PJAIT

© MASSART

/ 300



www.watching.pja.edu.pl

ISBN 978-83-63103-81-1



MASSART

MASSACHUSETTS COLLEGE
OF ART AND DESIGN