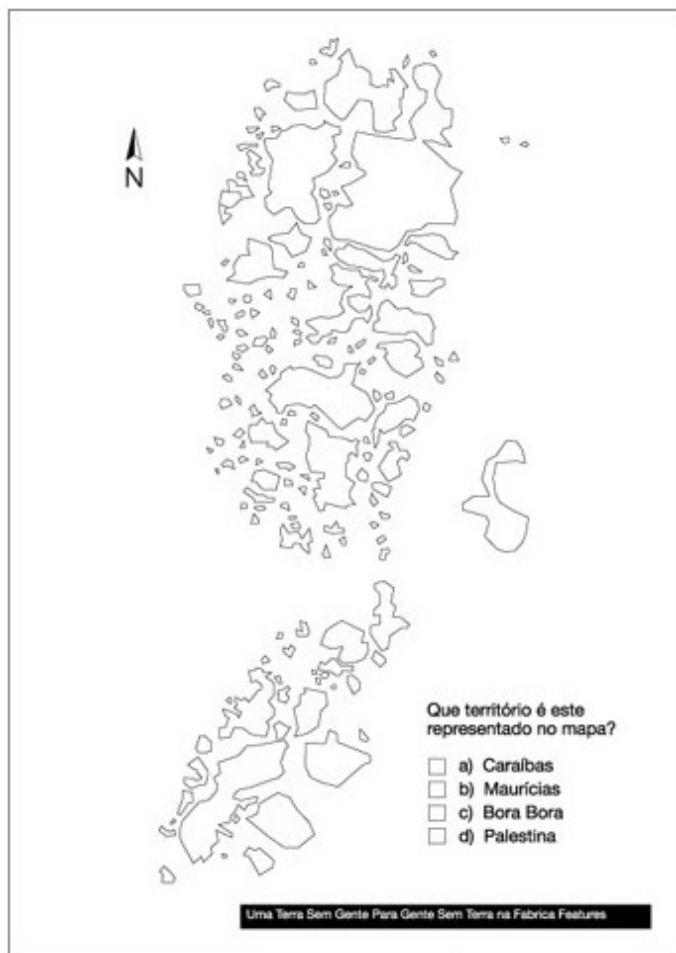


ART FORUM

Friday September 12 2008

Nuno Coelho



A Land Without People for a People Without Land
2007-2008

The appropriation of the vernacular in post-modern graphic communication revealed a new conceptual and aesthetic approach to Design in the recent past. Maybe it was this process that sparked the end of globalized aesthetic patterns and triggered a new kind of a graphic culture which imposes itself against the worldwide homogenization of the iconographic universe.

Vernacular design appropriates elements of popular culture, while appealing to the collective memory, in order to create geographically contextualized messages which are consequently stronger and more direct. Popular and erudite are now seen, perhaps for the first time, as two sides of the same coin. In this context, it's interesting to think how vernacular would be a fundamental element in the definition of the identity of Portuguese Design.

Nuno Coelho will present some of his work contextualized in the vernacular graphic language of portuguese culture. Nuno's exhibition A Land Without People for a People Without Land is at Inflight Gallery until September 27.

www.nunocoelho.net

12.30 pm Dechaineux Lecture Theatre
Tasmanian School of Art-Hobart, University of Tasmania