

FOR IMMEDIATE RELEASE Friday 16 February 2018

EXHIBITION » FRIDAY 16 MARCH - SATURDAY 5 MAY 2018

# RMIT DESIGN HUB PRESENTS *EXPERIMENTAL JETSET – SUPERSTRUCTURE*



**EXPERIMENTAL JETSET - SUPERSTRUCTURE**  
FRIDAY 16 FEBRUARY - SATURDAY 5 MAY 2018  
PROJECT ROOMS 1 & 2, RMIT DESIGN HUB

## Unveiling first major Australian survey by design superstars Experimental Jetset

Exclusively curated and designed for Australian audiences, *Experimental Jetset – Superstructure* is the first major retrospective of the work of globally renowned graphic design studio Experimental Jetset.

Based in Amsterdam, Experimental Jetset was founded in 1997 by Marieke Stolk, Erwin Brinkers and Danny van den Dungen. Focused on printed matter and site-specific installations – and known for its uniquely modernist use of typography – the studio's work has been collected by leading museums including the Museum of Modern Art (New York), the Art Institute of Chicago and SFMOMA (San Francisco).

A free exhibition, *Experimental Jetset – Superstructure* is presented by RMIT Design Hub in association with the National Gallery of Victoria and will launch as part of Melbourne Design Week. Experimental Jetset will be the keynote presenters at the Melbourne Art Book Fair, on 15 March at the NGV.

Professor Paul Gough, Pro Vice-Chancellor and Vice-President, College of Design and Social Context, RMIT University, says: "*Experimental Jetset – Superstructure* builds upon a series of collaborative and innovative projects produced in partnership with RMIT University and the NGV – we are delighted with the outcomes of this rewarding relationship."

Tony Ellwood, director, NGV says: "The NGV is pleased to co-present this exhibition with our longstanding partner, RMIT University and the RMIT Design Hub. This latest collaboration is testament to both organisations' global standing as industry leaders in art, design and innovation."

RMIT Design Hub co-curators Kate Rhodes and Fleur Watson say that the exhibition will be the perfect introduction to this ground-breaking studio.

"The exhibition places Experimental Jetset and its ideas-driven, socially engaged practice within a historical continuum: it is both a career survey of the studio's work and a large-scale installation in which its designers explore the relationship between graphic language and the city," Watson says.

"Experimental Jetset interpret the city as a forest made of walls and words. They see it, and the modernism that shaped the cities of the twentieth century, as a zone for opposing voices, movements and manifestos. Their view of design is of an excitingly alive space for conversation and debate," Rhodes adds.

Experimental Jetset's three designers say they have deliberately broadened the exhibition's retrospective brief to more deeply research four key cultural movements – Constructivism, the Situationist Internationale, Provo and post-punk – that have had a profound influence on their work.

"We wanted to relate these artistic, political and subcultural movements and moments to the urban environment and *Superstructure* is conceived as a journey through four quarters of an imaginary city: The Constructivist City, The Situationist City, The Provotarian City and the Post-Punk City," Experimental Jetset said in a collective statement.

FOR IMMEDIATE RELEASE Friday 16 February 2018

EXHIBITION » FRIDAY 16 MARCH - SATURDAY 5 MAY 2018

# RMIT DESIGN HUB PRESENTS *EXPERIMENTAL JETSET – SUPERSTRUCTURE*

Throughout the exhibition, architecturally inspired assemblages evoke these influential moments by juxtaposing historical photographs with existing and newly-created works including film, collage, posters and prints.

Megan Patty, Publications Manager, NGV says: “Experimental Jetset are iconic fixtures of the international graphic design sphere and are renowned for their recognisable modernist aesthetic. Pushing the boundaries of graphic design, their practice offers a nuanced commentary on communication within our contemporary cities through a visual language that is both sophisticated and provocative.”

Experimental Jetset’s work will be placed in an Australian context by nine Melbourne-based graphic designers who have been commissioned by Design Hub to provide texts connecting the ideas in the exhibition to issues shaping and affecting graphic design in this country. These will be published in a newspaper that will be available from a kiosk in the centre of the *Superstructure* exhibition as well as at the NGV Melbourne Art Book Fair.

The nine Melbourne practitioners involved in the project are: Paul Marcus Fuog, Stuart Geddes, Jenny Grigg, Lisa Grocott, Hope Lumsden-Barry, Warren Taylor, Ziga Testen, Michaela Webb and Beazyt Worcou. Throughout *Superstructure*, these designers and the show’s curators will present a free series of lunchtime talks on design, research and exhibition-making.

Associate professor Brad Haylock, co-curator and program manager of the Master of Communication Design degree at RMIT University, says the exhibition presents a key opportunity to explore the Amsterdam studio’s considerable relevance here.

“*Experimental Jetset – Superstructure* will be essential viewing for anyone at all curious about the possibilities of contemporary design. The exhibition, newspaper and talks are going to be an exciting, accessible way for visitors to gain critical insight into graphic design today and how Australian practitioners relate to their international peers,” Haylock says.

***Superstructure* opens at Design Hub on Friday 16 March and runs until Saturday 5 May. The Melbourne Art Book Fair, curated by Megan Patty, NGV publications manager, takes place from Friday 16 March to Sunday 18 March at the National Gallery of Victoria, with Experimental Jetset presenting a full-day symposium on Thursday 15 March, the first day of Melbourne Design Week.**

*Experimental Jetset – Superstructure* is conceived and designed by Experimental Jetset, Netherlands.

Presented by RMIT Design Hub in collaboration with the National Gallery of Victoria.

Curatorium: Megan Patty (National Gallery of Victoria); Brad Haylock, Kate Rhodes, Fleur Watson (RMIT University).

Image: *Statement and Counter-Statement: Notes on Experimental Jetset*, 2015, designed and edited by Experimental Jetset, published by Roma Publications, Amsterdam, NL.

## About RMIT Design Hub

RMIT Design Hub is a progressive educational environment. It houses a community of architects, designers, curators and students for collaborative, inter-disciplinary design research and education within a purpose-built 10-storey building that also includes RMIT University’s School of Architecture & Design and the RMIT Design Archives.

The Project Rooms at Design Hub exhibit creative, practice-led research and are open to everyone. Exhibitions at Design Hub visualise, perform and share research ideas and make new research connections.

[designhub.rmit.edu.au](http://designhub.rmit.edu.au)

## About NGV

The National Gallery of Victoria (NGV) is the oldest and most visited gallery in Australia. Situated over two magnificent buildings – NGV International and NGV Australia – the Gallery hosts a wide range of international and local artists, exhibitions, programs and events; from contemporary art to major international historic exhibitions, fashion and design, architecture, sound and dance.

Since its launch in 2015, the annual Melbourne Art Book Fair has attracted more than 50,000 visitors making it the most visited publishing event in the Asia-Pacific region.

The fourth Melbourne Art Book Fair in 2018 will bring together international and local publishers and practitioners in a weekend of free talks, book launches, performances, and stalls featuring art, design, architecture and photography publications from around the world.

[ngv.vic.gov.au](http://ngv.vic.gov.au)

## About Experimental Jetset

Experimental Jetset is a small, independent Amsterdam-based graphic design studio founded in 1997 by Marieke Stolk, Erwin Brinkers and Danny van den Dungen. Focusing on printed matter and site-specific installations, Experimental Jetset have worked on projects for a wide variety of institutions, including Stedelijk Museum Amsterdam, Centre Pompidou, Dutch Post Group, and the Whitney Museum of American Art. The three designers are graduates of the Gerrit Rietveld Academie (Amsterdam), where they also taught between 2000 and 2013. They are currently tutors at Werkplaats Typografie (Arnhem).

In 2007, a substantial selection of work by Experimental Jetset was acquired by the Museum of Modern Art (New York). Other institutes that have collected EJ material include Stedelijk Museum (Amsterdam), SFMOMA (San Francisco), Art Institute of Chicago (Chicago), Museum für Gestaltung (Zürich), Centre National des Arts Plastiques (Paris), and Cooper Hewitt (New York). In 2015, Roma Publications (Amsterdam) released a monograph titled ‘Statement and Counter-Statement: Notes on Experimental Jetset’.

[experimentaljetset.nl](http://experimentaljetset.nl)