

Now on view

# trigger: Projects Initiated by Graphic Designers

An exhibition at Center Gallery  
Fordham University at Lincoln Center  
113 West 60th Street, corner of Columbus Ave

through February 3, 2006  
Gallery hours: Monday through Friday, 10am to 8pm

## Reception: Wednesday January 18, 6 to 8pm

trigger considers what graphic designers create from own interests and inspirations when they work without clients—when the designer is the trigger. These projects demonstrate a range of possible modes for graphic designers: personal, political, artistic, entrepreneurial, curatorial and hypothetical. Within this wide divergence of self-initiated work, there are recurring concerns with language, symbols, information and subject matter that tends to be more public than private. “In the service of commerce” describes how graphic design most often operates, but doesn’t define what it is. By looking at what graphic designers develop on their own steam, trigger reveals something about the essential nature of design. The exhibit celebrates this uncommissioned work, broadening the rubric of design to include it.

Featuring work by: Gerry Beegan / Elizabeth Beer / Peter Buchanan-Smith  
Class Action / Stephen Doyle / John Emerson / Allan Espiritu / Carin Goldberg  
Stuart Henley / Illegal Art / Brian Janusiak / Dan Michaelson / Josh On  
David Reinfurt / Stefan Sagmeister / Paul Sahre / Paula Scher  
Matthew McGuinness / Morgan Sheasby / Stuart Smith / Thomas Starr  
Jon Sueda Weikert Design / Worldstudio / Edvin Yegir / Forest Young

Curated by Jacqueline Thaw



DETAILS OF WORKS BY: DAN MICHAELSON / GERRY BEEGAN / STEPHEN DOYLE / WEIKERT DESIGN