

30

15

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	TITLE	2

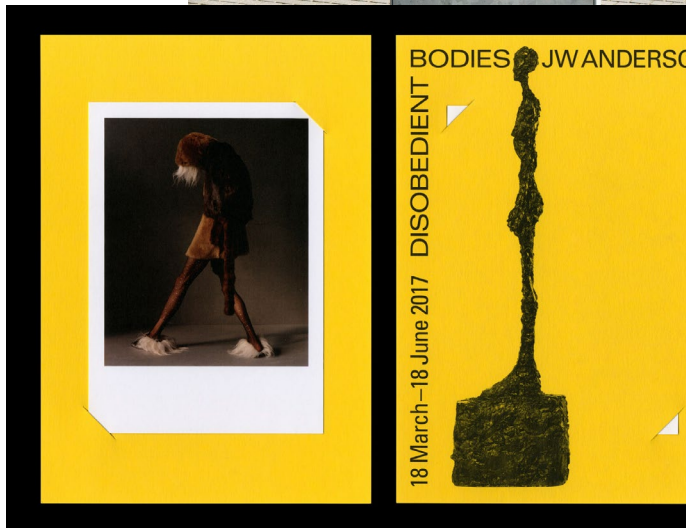
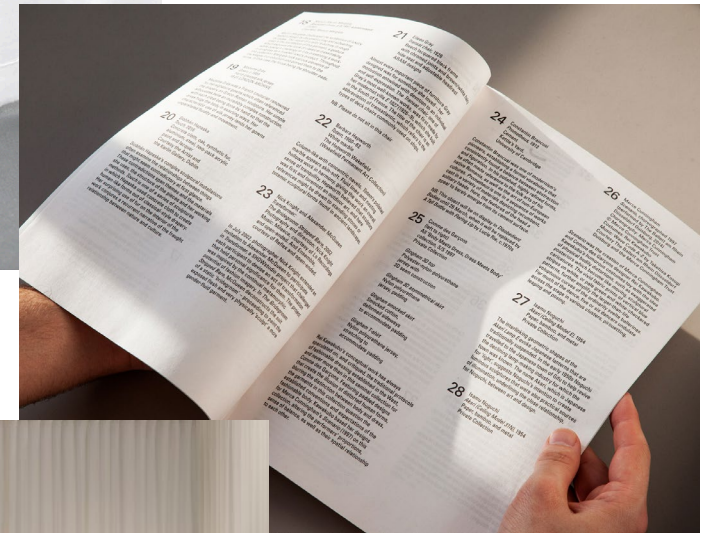
Anthony Benjamin:
Currents

Visual Identity
Presentation

December 2017

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	REFERENCES	3

Disobedient Bodies:
JW Anderson At The Hepworth Wakefield
Designed by OK-RM



30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	REFERENCES	4

A New Divide:
Conference at the Goethe Institute, NL
Designed by Bart de Baets

A New Divide? 1/6
A conference on social and economic challenges in contemporary design at the Goethe-Institut Amsterdam, Herengracht 470, 22 November 2014, 10 am to 6 pm

1. 4.
2. 5. 7. **aaa Bb**
10. 13. 11. 12. **ee in**
3. 6. 14. **rrr S t**
8. 9.

GOETHE INSTITUT
Introduction to the Conference, Barbara Steiner
Being Caught Between Two Stools Doesn't Have to Hurt, Rebecca Stephany
San Serriffe & Asterisk or: Making Ends Meet? Elisabeth Klement
DDD to TSL or: Publishing in its Most Exploded Sense, Stuart Bailey
RP Digital Type Foundry, Too Sophisticated or Too Vulgar, and Vice Versa, Radim Peško
Lend Me Some Sugar, I Am Your Neighbour! Bart de Baets

GOETHE INSTITUT 4/6
Introduction to the Conference, Barbara Steiner
Being Caught Between Two Stools Doesn't Have to Hurt, Rebecca Stephany
San Serriffe & Asterisk or: Making Ends Meet? Elisabeth Klement
DDD to TSL or: Publishing in its Most Exploded Sense, Stuart Bailey
RP Digital Type Foundry, Too Sophisticated or Too Vulgar, and Vice Versa, Radim Peško
Lend Me Some Sugar, I Am Your Neighbour! Bart de Baets

**BuSt a reality
i Stay taBle r' u
Burt et Saliya
ty tiara BlueS
Bite Say ultra**

A New Divide? A conference on social and economic challenges in contemporary design at the Goethe-Institut Amsterdam, Herengracht 470, 22 November 2014, 10 am to 6 pm

GOETHE INSTITUT gitzk
Introduction to the conference, Barbara Steiner, curator and organiser
Being Caught Between Two Stools Doesn't Have to Hurt, Rebecca Stephany
San Serriffe & Asterisk or: Making Ends Meet? Elisabeth Klement
DDD to TSL or: Publishing in its Most Exploded Sense, Stuart Bailey
RP Digital Type Foundry, Too Sophisticated or Too Vulgar, and Vice Versa, Radim Peško
Lend Me Some Sugar, I Am Your Neighbour! Bart de Baets

1. 11. 3. 13.
2. 8. 5. 14.
4. 7. 12. 6.
15. 9.

w Divide?

GOETHE INSTITUT gitzk
Introduction to the conference, Barbara Steiner, curator and organiser
Being Caught Between Two Stools Doesn't Have to Hurt, Rebecca Stephany
San Serriffe & Asterisk or: Making Ends Meet? Elisabeth Klement
DDD to TSL or: Publishing in its Most Exploded Sense, Stuart Bailey
RP Digital Type Foundry, Too Sophisticated or Too Vulgar, and Vice Versa, Radim Peško
Lend Me Some Sugar, I Am Your Neighbour! Bart de Baets

**STEPHANIE BOON
BARBANY**

A New Divide? A conference on social and economic challenges in contemporary design at the Galerie für Zeitgenössische Kunst, Karl-Tauchnitz-Str. 11, 04107 Leipzig, 16 January 2015, 11 am to 7 pm

A New Divide?

A conference on social and economic challenges in contemporary design at the Galerie für Zeitgenössische Kunst, Karl-Tauchnitz-Str. 11, 04107 Leipzig, 16 January 2015, 11 am to 7 pm



st = šk

Barbara Steiner, curator and organiser
Being Caught Between Two Stools Doesn't Have to Hurt, Rebecca Stephany
San Serriffe & Asterisk or: Making Ends Meet? Elisabeth Klement
DDD to TSL or: Publishing in its Most Exploded Sense, Stuart Bailey
RP Digital Type Foundry, Too Sophisticated or Too Vulgar, and Vice Versa, Radim Peško
Lend Me Some Sugar, I Am Your Neighbour! Bart de Baets

gitzk

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 1	5

CONCEPT #1: WORK IN FOCUS

Anthony Benjamin's work as key visuals on promotional materials. Built around a neutral colour system or one/two colours either from his work or in contrast to. Supported by a simple sans serif type.

Could put too much emphasis on a small selection of work. One of the aspects that the show is celebrating is the variety and breadth of his work and this is hard to see in this concept.

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 1	6

Posters Concept #1a

Presenting works from the 1960s/70s and 2000s

The Winchester Gallery

ANTHONY BENJAMIN: CURRENTS



02.02-
23.03.2018

Private View 1 February 2018 – 5pm to 7pm The Winchester Gallery, Ground Floor of Westside Building, Winchester School of Art, University of Southampton, Park Avenue, Winchester, Hampshire, SO23 8DL.

For more information see:
The work of Anthony Benjamin, FRSA see: www.anthonymbenjamin.org

UNIVERSITY OF
Southampton

Presenting works from the 1960s/70s and 2000s

The Winchester Gallery

ANTHONY BENJAMIN: CURRENTS



02.02-
23.03.2018

Private View 1 February 2018 – 5pm to 7pm The Winchester Gallery, Ground Floor of Westside Building, Winchester School of Art, University of Southampton, Park Avenue, Winchester, Hampshire, SO23 8DL.

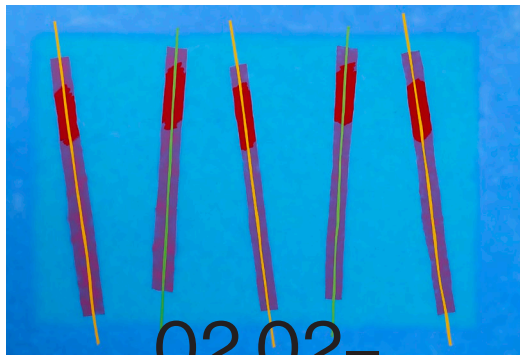
For more information see:
The work of Anthony Benjamin, FRSA see: www.anthonymbenjamin.org

UNIVERSITY OF
Southampton

Presenting works from the 1960s/70s and 2000s

The Winchester Gallery

ANTHONY BENJAMIN: CURRENTS



02.02-
23.03.2018

Private View 1 February 2018 – 5pm to 7pm The Winchester Gallery, Ground Floor of Westside Building, Winchester School of Art, University of Southampton, Park Avenue, Winchester, Hampshire, SO23 8DL.

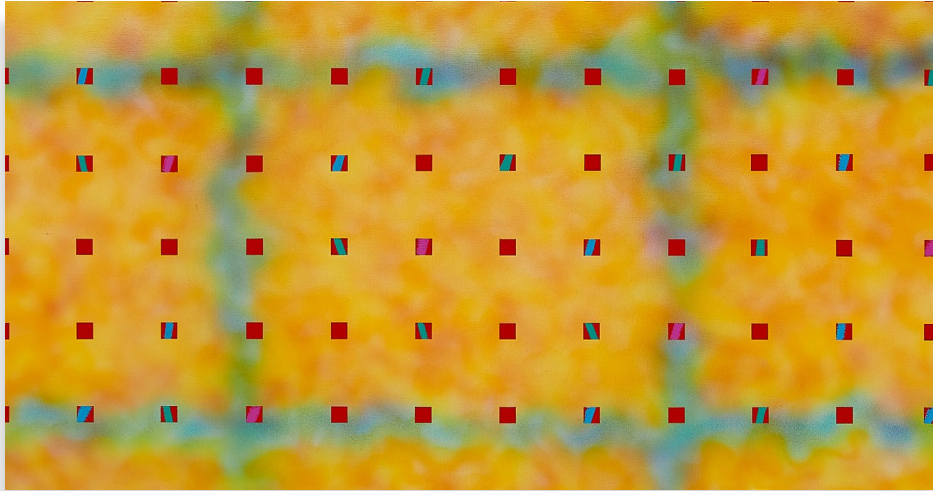
For more information see:
The work of Anthony Benjamin, FRSA see: www.anthonymbenjamin.org

UNIVERSITY OF
Southampton

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 1	7

Invites Concept #1a



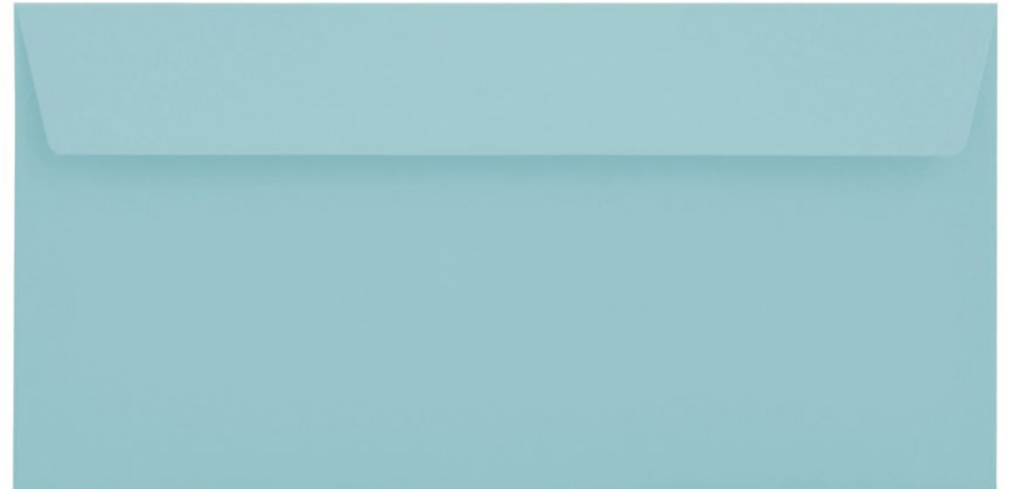
ANTHONY
BENJAMIN:

The Winchester Gallery

‘CURRENTS’

02.02–
23.03.2018

Private View 1 February 2018 – 5pm to 7pm
The Winchester Gallery, Ground Floor of Westside Building,
Winchester School of Art, University of Southampton, Park
Avenue, Winchester, Hampshire, SO23 8DL



30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 1	8

Posters Concept #1b

The Winchester Gallery

ANTHONY BENJAMIN: CURRENTS



02.02-
23.03.2018

Private View 1 February 2018 - 5pm to 7pm The Winchester Gallery, Ground Floor of Westside Building, Winchester School of Art, University of Southampton, Park Avenue, Winchester, Hampshire SO20 1QJ.

For more information see:
The work of Anthony Benjamin, FRSA see: www.anthonymbenjamin.org

UNIVERSITY OF
Southampton

The Winchester Gallery

ANTHONY BENJAMIN: CURRENTS



02.02-
23.03.2018

Private View 1 February 2018 - 5pm to 7pm The Winchester Gallery, Ground Floor of Westside Building, Winchester School of Art, University of Southampton, Park Avenue, Winchester, Hampshire SO20 1QJ.

For more information see:
The work of Anthony Benjamin, FRSA see: www.anthonymbenjamin.org

UNIVERSITY OF
Southampton

The Winchester Gallery

ANTHONY BENJAMIN: CURRENTS



02.02-
23.03.2018

Private View 1 February 2018 - 5pm to 7pm The Winchester Gallery, Ground Floor of Westside Building, Winchester School of Art, University of Southampton, Park Avenue, Winchester, Hampshire SO20 1QJ.

For more information see:
The work of Anthony Benjamin, FRSA see: www.anthonymbenjamin.org

UNIVERSITY OF
Southampton

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 1	9

Invites Concept #1b



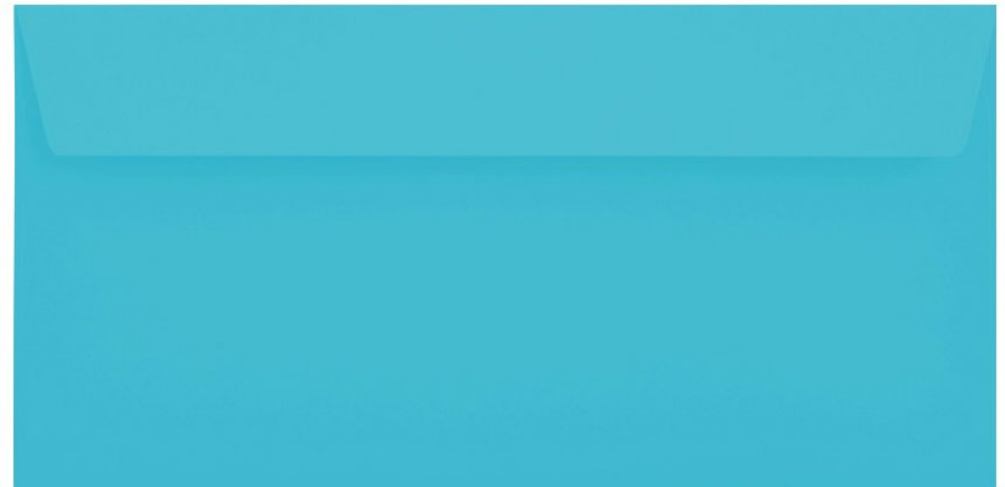
ANTHONY
BENJAMIN:

The Winchester Gallery

‘CURRENTS’

02.02–
23.03.2018

Private View 1 February 2018 – 5pm to 7pm
The Winchester Gallery, Ground Floor of Westside Building,
Winchester School of Art, University of Southampton, Park
Avenue, Winchester, Hampshire, SO23 8DL



30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 1	10

Invites Concept #1b



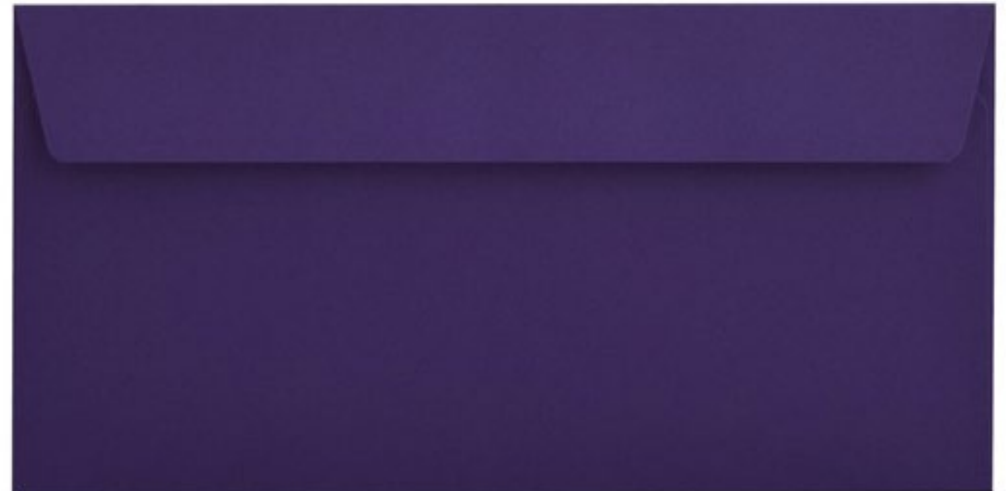
ANTHONY
BENJAMIN:

The Winchester Gallery

‘CURRENTS’

02.02–
23.03.2018

Private View 1 February 2018 – 5pm to 7pm
The Winchester Gallery, Ground Floor of Westside Building,
Winchester School of Art, University of Southampton, Park
Avenue, Winchester, Hampshire, SO23 8DL



PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 2	11

CONCEPT #2: TYPOGRAPHIC APPROACH

A strong and fresh identity built around the use of two/three colours derived from his work; prints, paintings and sculptures. Using purely sans serif type, this concept aims to intrigue the viewer, opening it up to interpretation and not grounding itself to a particular artwork. Visuals will be used later on in this concept ie. for the folded show hand-out, but the key focus for the starting materials is contemporary vibrancy through type.

30
15

PROJECT

ANTHONY BENJAMIN EXHIBITION

CLIENT

WINCHESTER SCHOOL OF ART

DATE

DECEMBER 2017

SECTION

CONCEPT 2

PAGE

12

Posters Concept #2a

ANTHONY
BENJAMIN

‘CURRENTS’

02.02–
23.03.2018

ANTHONY
BENJAMIN

‘CURRENTS’

02.02–
23.03.2018

ANTHONY
BENJAMIN

‘CURRENTS’

02.02–
23.03.2018

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 2	13

Invites Concept #2a



Anthony Benjamin: Currents
Presenting works from the 1960s/70s and 2000s

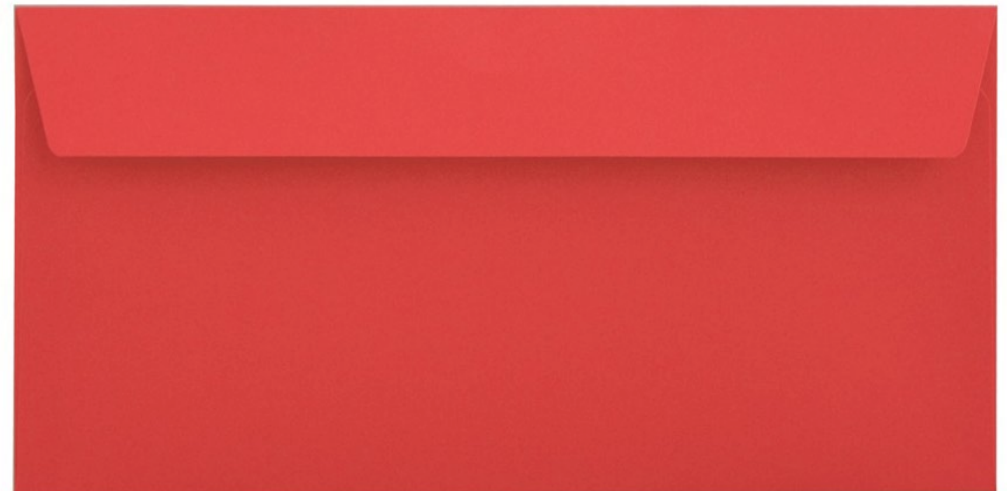
Private View 1 February 2018 – 5pm to 7pm

The Winchester Gallery, Ground Floor of Westside Building,
Winchester School of Art, University of Southampton, Park
Avenue, Winchester, Hampshire, SO23 8DL

The Winchester Gallery

And for more information on the work of Anthony Benjamin see:
www.anthonybenjamin.org

UNIVERSITY OF
Southampton



30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 2	14

Invites Concept #2a



Anthony Benjamin: Currents
Presenting works from the 1960s/70s and 2000s

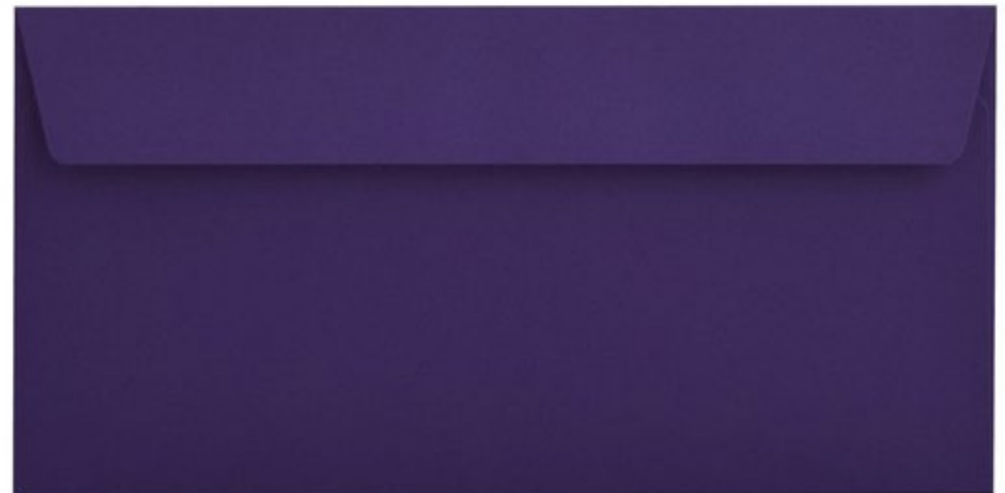
Private View 1 February 2018 – 5pm to 7pm

The Winchester Gallery, Ground Floor of Westside Building,
Winchester School of Art, University of Southampton, Park
Avenue, Winchester, Hampshire, SO23 8DL

And for more information on the work of Anthony Benjamin see:
www.anthonybenjamin.org

The Winchester Gallery

UNIVERSITY OF
Southampton



30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 2	15

Invites Concept #2a



Anthony Benjamin: Currents
Presenting works from the 1960s/70s and 2000s

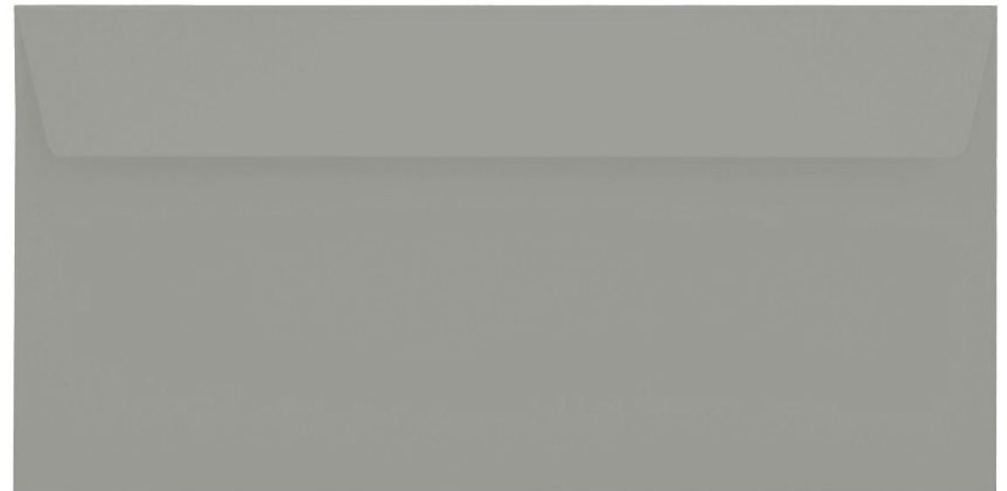
Private View 1 February 2018 – 5pm to 7pm

The Winchester Gallery, Ground Floor of Westside Building,
Winchester School of Art, University of Southampton, Park
Avenue, Winchester, Hampshire, SO23 8DL

The Winchester Gallery

And for more information on the work of Anthony Benjamin see:
www.anthonybenjamin.org

UNIVERSITY OF
Southampton



30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 2	16

Invites Concept #2a



Anthony Benjamin: Currents
Presenting works from the 1960s/70s and 2000s

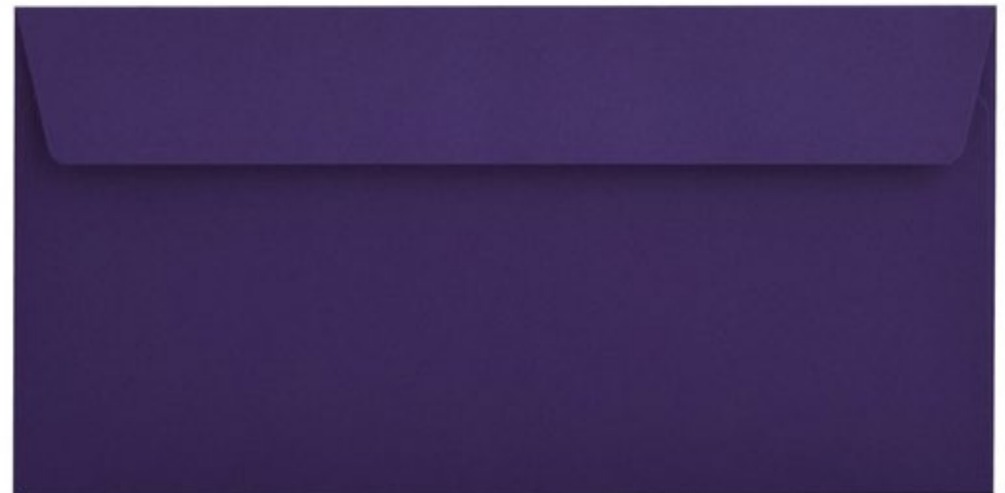
Private View 1 February 2018 – 5pm to 7pm

The Winchester Gallery, Ground Floor of Westside Building,
Winchester School of Art, University of Southampton, Park
Avenue, Winchester, Hampshire, SO23 8DL

And for more information on the work of Anthony Benjamin see:
www.anthonybenjamin.org

The Winchester Gallery

UNIVERSITY OF
Southampton



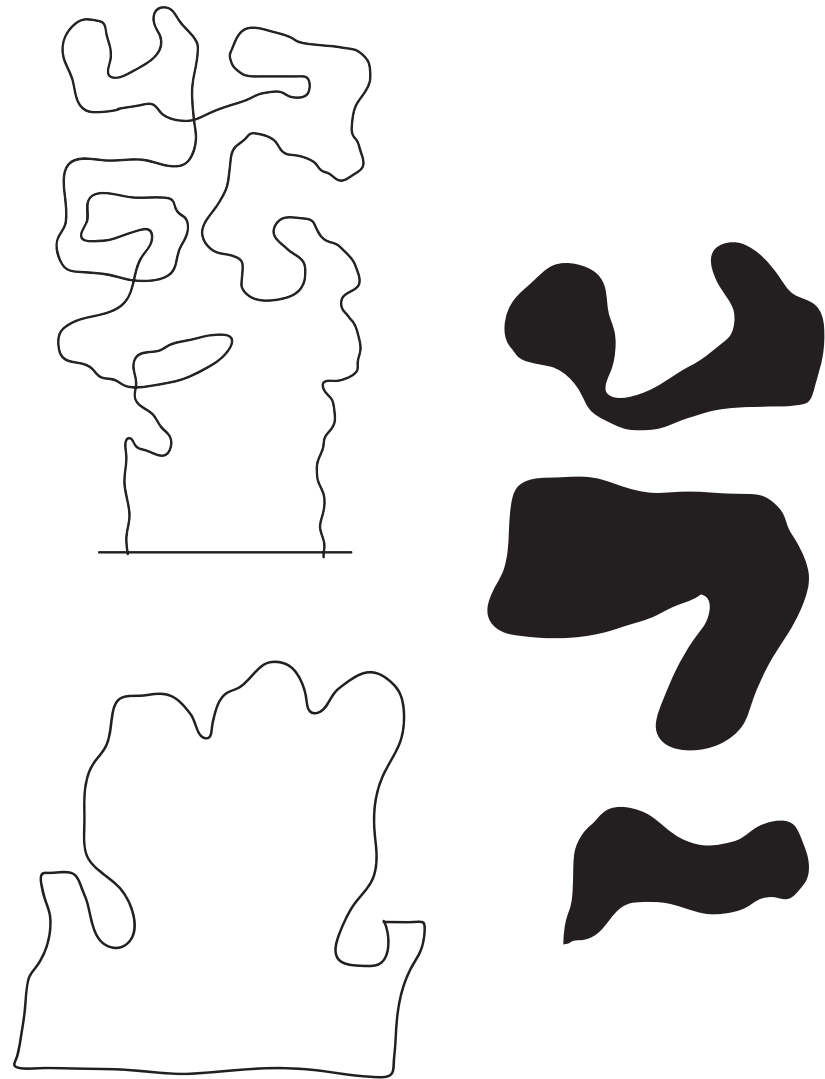
PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 3	17

CONCEPT #3: ELECTRIC COLOURS & ABSTRACT FORMS

A very contemporary identity built around the use of two/three colours derived from his work; prints, painting. As a nod and homage to his collection of work and legacy. Combined and paired with redrawn shapes extracted from his sketchbooks drawings and paintings. The two combined work across with clean sans serif typography, from posters, invites and wall graphics where appropriate. Not reappropriating or redesigning work, simply using elements as visual cues.

30
15

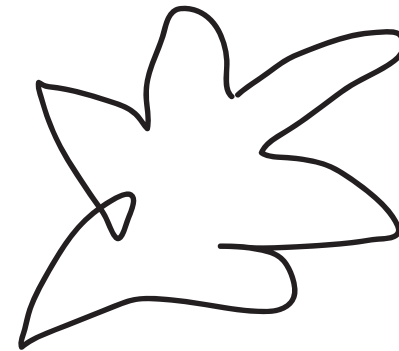
PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 3	18



Cut out from Block Colour
Line Drawings
Line Drawings on Block Colour

30
15

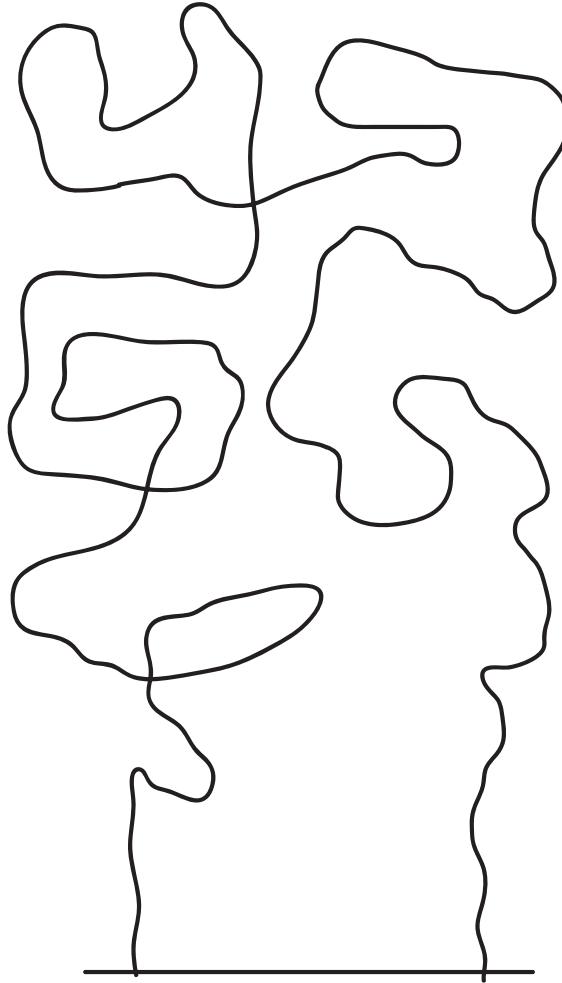
PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 3	19



Cut out from Block Colour
Line Drawings
Line Drawings on Block Colour

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 3	20

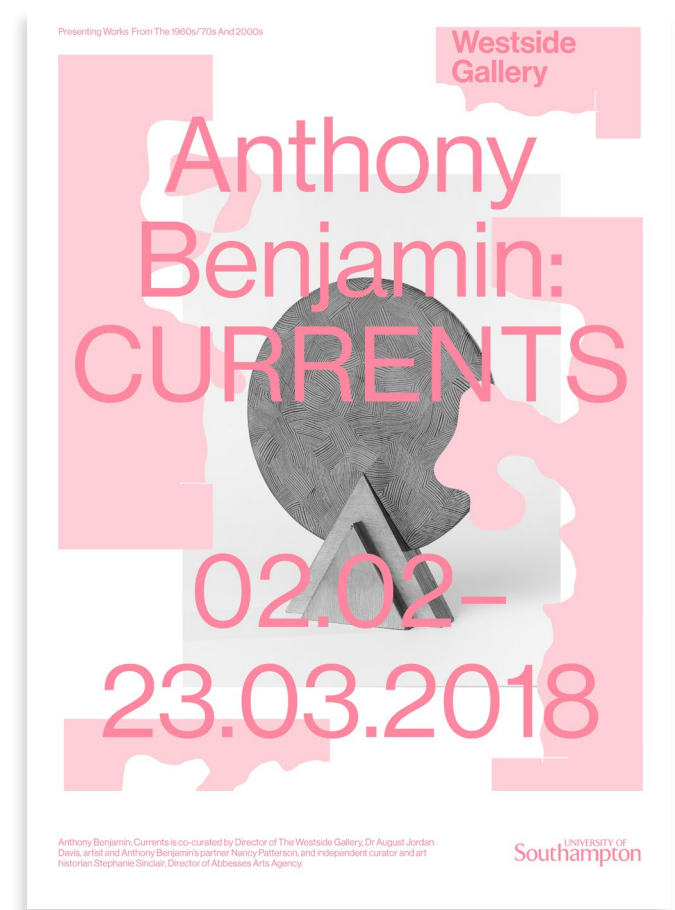


Cut out from Block Colour
Line Drawings
Line Drawings on Block Colour

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 3	21

Posters Concept #3a



30
15

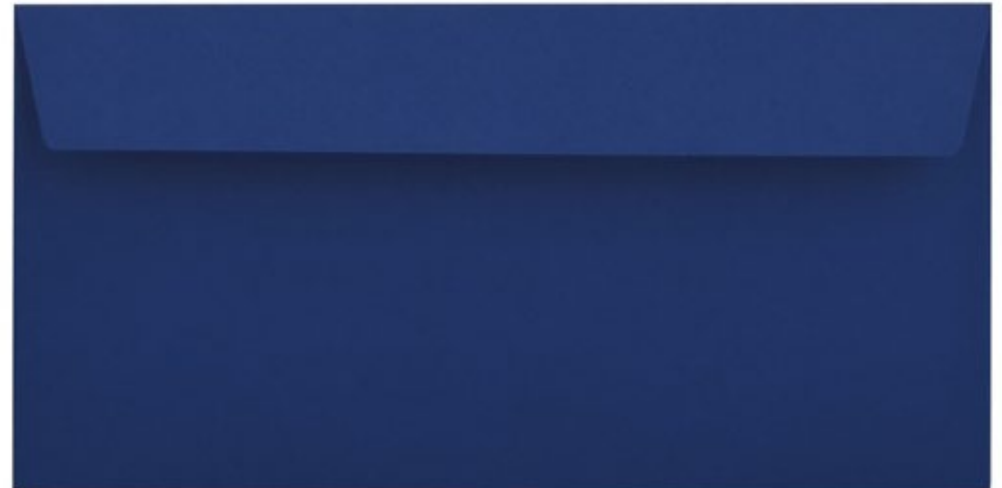
PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 3	22

Invites Concept #3a



The Winchester Gallery

Private View 1 February 2018 – 5pm to 7pm
The Winchester Gallery, Ground Floor of Westside Building,
Winchester School of Art, University of Southampton, Park
Avenue, Winchester, Hampshire, SO23 8DL



PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 3	23

Posters Concept #3b



30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 3	24

Invites Concept #3b



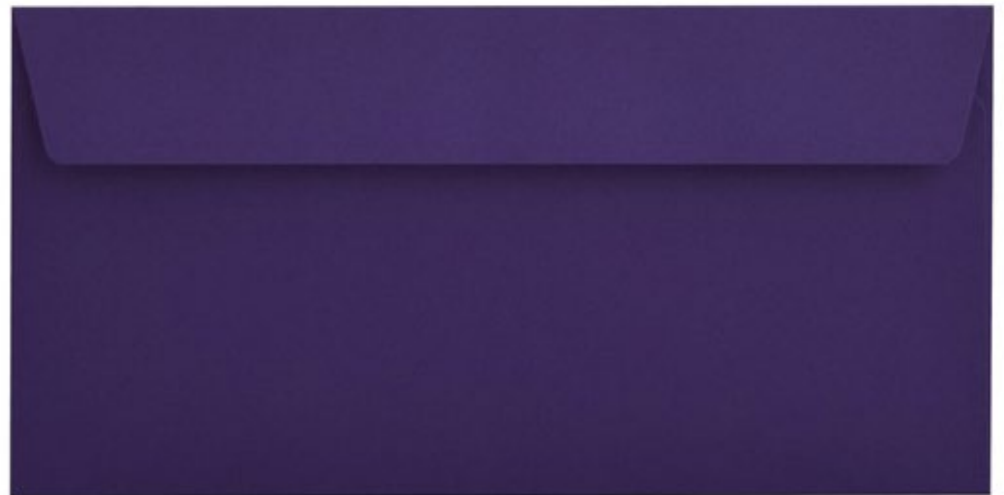
ANTHONY
BENJAMIN:

The Winchester Gallery

‘CURRENTS’

02.02–
23.03.2018

Private View 1 February 2018 – 5pm to 7pm
The Winchester Gallery, Ground Floor of Westside Building,
Winchester School of Art, University of Southampton, Park
Avenue, Winchester, Hampshire, SO23 8DL



30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
ANTHONY BENJAMIN EXHIBITION	WINCHESTER SCHOOL OF ART	DECEMBER 2017	CONCEPT 3	25

Invites Concept #3b



Anthony Benjamin: Currents
Presenting works from the 1960s/70s and 2000s

Private View 1 February 2018 – 5pm to 7pm

The Winchester Gallery, Ground Floor of Westside Building,
Winchester School of Art, University of Southampton, Park
Avenue, Winchester, Hampshire, SO23 8DL

The Winchester Gallery

And for more information on the work of Anthony Benjamin see:
www.anthonybenjamin.org

UNIVERSITY OF
Southampton

