

NON-ISSUE



first things first

A manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before-shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on. There are signs for streets and buildings, books and periodicals, catalogues, instructional manuals, industrial photography, educational aids, films, television

features, scientific and industrial publications and all the other media through which we promote our trade, our education, our culture and our greater awareness of the world.

We do not advocate the abolition of high pressure consumer advertising: this is not feasible. Nor do we want to take any of the fun out of life. But we are proposing a reversal of priorities in favour of the more useful and more lasting forms of communication. We hope that our society will tire of gimmick merchants, status salesmen and hidden persuaders, and that the prior call on our skills will be for worthwhile purposes. With this in mind we propose to share our experience and opinions, and to make them available to colleagues, students and others who may be interested.

Signed by: Edward Wright, Geoffrey White, William Slack, Caroline Rawlence, Ian McLaren, Sam Lambert, Ivor Kamlisch, Gerald Jones, Bernard Higton, Brian Grimbley, John Garner, Ken Garland, Anthony Froshaug, Robin Fior, Germano Facetti, Ivan Dodd, Harriet Crowder, Anthony Clift, Gerry Cinamon, Robert Chapman, Ray Carpenter, and Ken Briggs.

The original First Things First manifesto was published in: Design, the Architects' Journal, the SIA Journal, Ark, Modern Publicity, The Guardian, april 1964. It was renewed by Adbusters, the AIGA journal, and others.

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Recensie • Rijksakademie Open (2014) • De enige Nederland waar de figuranten betalen om in de weg te lopen.

Redactioneel • Wie vandaag de dag publieke ruimte in de stad vrij van commerciële uitingen wil maken kan rekenen op veel sympathieke bijval. Na São Paulo is nu ook de Franse stad Grenoble zover, vanaf het voorjaar 2015 breekt de gemeente met JCDecaux. Voor een contra perspectief gaan we terug naar 1989 – u voelt hem al aankomen. Tijdens de viering van '25 jaar Val van de muur', werden we op diabolische wijze herinnerd aan een klassieker uit de reclamewereld. Het fameuze spandoek aan de andere kant (sic) van de Berlijnse muur: "Saatchi & Saatchi First Over The Wall" illustreert nog altijd alles wat we tijdens de geschiedenislessen hebben geleerd over de andere kant, dat het een kwestie van perspectief is. Het is niet aan ons om grote woorden te bezigen over de stand van de democratie een kwart eeuw na de val van het communisme in Europa. Dat het ongebreidelde kapitalisme ook niet zaligmakend is moge evenwel duidelijk zijn. Liberté, égalité, responsabilité. #Grapus #Pierre-Bernard

MISE-EN-SCÈNE

Sport • Van een onzer verslaggevers. Welkom op it Krudffid, mede door de hoofdsponsors Accountantskantoor Poortema & van Roosmalen te Balk en Restaurant de Zeven Wouden te Sloten. De bal wordt vandaag aangeboden door Harry Alting Onderhouds- en Timmerbedrijf te Sloten. De sponsors denken aan de club, denkt u aan de sponsors.

Wolf Aartsen • #31 (2014)



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Redactie: Maurice Bogaert & Bram Nijssen
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