

DON'T

BRAND

MY PUBLIC SPACE!

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Introduction – Ruedi Baur and Sebastien Thiery

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Marketplace – Maria Roszkowska

Wherein the author, a graphic designer and graduate of EnsadLab, collects, compares, appropriates, parodies, and decodes the approaches to visual identity practiced by various European capitals. What are the differences between the studied imagery of public bodies, on the one hand, and advertising campaigns for mass-market products, on the other? What type of European citizenship is able to generate such emblems, designed along the lines of the most sophisticated marketing strategies?

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The Conspicuous Absence of a Planetary Flag – Ruedi Baur

Wherein the author, a graphic designer, delves into the visual representations of various regions and nations of Europe. What is left of the future of flags, the piece of cloth bearing a national or regional mark that is supposed to express each and everyone's identity, proof of their existence? How does one go about locating, in the sleep or nightmare of signs, what nevertheless conveys future political representations and what may still serve as an expression of the public domain, starting with territorial signs?

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Sugar Dictatorship – Great Nation

Wherein the authors, a collective of graphic designers, put together an edifying picture from the contemporary imagery of those who represent the law. Has the smile become the new attribute of government, and if so, what effect should we expect? Does the aesthetics of conviviality evince a new form of government, distinct from the classic forms of democracy, monarchy or oligarchy?

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Everything Must Go! An Approach to Contemporary Ceremonial Writings – Sebastien Thiery

Wherein the author, a political scientist, questions contemporary thought's lack of interest in the visual productions of public institutions. And yet, how can one take seriously the logomania of communities and the political impact of these anonymous productions? How can one clear a path to visual counter-productions that squarely face the poverty of the symbols affecting our public space?

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The Logotomized City (or Patrick Le Lay's Victory) –

Jean-Pierre Grunfeld

Wherein the author, a semiologist, offers a satirical review of the history and spaces of generalized commercialization. What can the genealogy of the logo as an act of faith and weapon of war teach us about its devastating power? What tragic correspondences can one make out between the logo-city and the logo-man, and how are we to understand the gradual dissolving of the subject in both cases?

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There Are Cracks in the Walls... – Annick Lantenois

Wherein the author, an art historian, critically analyzes the visual essays featured in the present work. What do these layouts teach us about the contemporary poverty of symbols that isn't already known, what are they hiding that ought to be exposed? Beyond the devastating view of the demonstration, how can one blaze new trails of resistance that might take shape as graphic design?

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"Branding," Faith, and Experience— Pierre-Damien Huyghe

Wherein the author, a philosopher, looks to describe what is indeed taking place before the signs of so-called super-modernity. Do the proliferating landscapes of logos produce a fatal effect of derealization and uniformization on places? Against the belief that on the horizon there is only desolation for branding strategies, how can we give back to the art of experience its active power and force for changing places and objects?

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Against Disposable Territories: A Preliminary Critical Approach to Systems of Territorial Identification –

Luc Cwiazdzinski

Wherein the author, a geographer, tackles the question of branding through an analysis of our contemporary connection with space and time. Do the contexts of mobility, "glocalization," and European integration allow us to take a fresh look at the issues affecting identification systems of territories? In what way do these visual productions capture the evolution of our social and political spaces, the risks associated with that evolution, and the possibilities that remain in spite of all the promise?