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## **GRAPHIC IMAGE OF QUICK, QUICK, SLOW EXHIBITION WINS GRAFIK DESIGN AWARD**

One of the highlights of the EXD'09 Biennale, Quick, Quick, Slow has just been distinguished with an award for its outstanding graphic design. Headed by British designer Frith Kerr, Studio Frith was responsible for the exhibition's visual communication, including catalogue, invitation and signage. An EXD'09/Museu Coleção Berardo co-production open until January 3, Quick, Quick, Slow was the Biennale's most visited exhibition. Curated by Emily King, it traced an alternative history of graphic design in connection with time, as it explores and represents motion, acceleration and flow.

Taking the curatorial perspective as departure point, Frith Kerr created a graphic image based on an original font designed specifically for the effect and echoing the passing of time. Geometric and retro, the characters were built using lines of different widths, which added to their rhythm and pace on the written page. Inspired by the motion of clocks hands as well musical notation, the font follows the logical thread of the exhibition title, borrowed from ballroom dancing directions, namely how to count the step timing.

The winners of the Grafik Design Awards were announced at a private ceremony on April 29, at the Adam Street Members Club in London, attended by design luminaries such as Wim Crouwel and Peter Saville, established studios including Pentagram, Tomato and GTF and judges Phil Baines, Sara de Bondt, Marina Willer and Kate Moross. This is the first edition of the Awards, an initiative of Grafik, a UK-based magazine dedicated entirely to graphic design. There are no categories in the awards, which look to "celebrate and reward outstanding talent" among UK designers, established and raising stars alike.

### **About Quick, Quick, Slow**

Casting a singular, thought-provoking look at graphic design and its key role in shaping visual culture since the early 20<sup>th</sup> century, the exhibition combines a wealth of printed materials, animated graphics and specially commissioned digital works, from a total of 82 international creatives. Posters, books and magazines featuring modernist typographic compositions, screen savers, political propaganda of the 1930s and 40s, early 20-the century experimental abstract films, title sequences from famed Hollywood productions and cutting edge graphics for music videos. Visited by 55.211 persons in 118 days, the exhibition catalogue, released in partnership with Portuguese publishers Guimarães Editores is available to order at [experimentadesign \(edu@experimentadesign.pt\)](mailto:edu@experimentadesign.pt).

For more information please contact

[press.international@experimentadesign.pt](mailto:press.international@experimentadesign.pt)