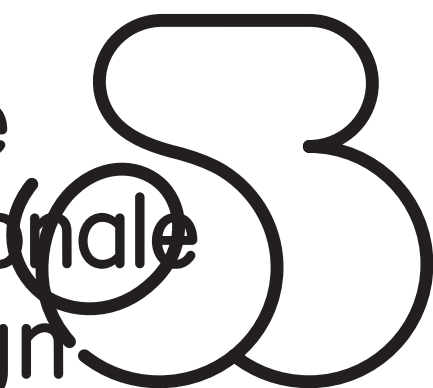


PRESS FILE

Post Medium

Biennale
internationale
de design
graphique
Chaumont 2019



23 May to 22 September 2019

Centre
National
du Graphisme
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Press release

Le Signe, centre national du graphisme is organising the 2nd edition of the Biennale internationale de design graphique from 23 May to 22 September 2019 in Chaumont.

Following in the footsteps of the emblematic Chaumont poster festival, the Biennale will celebrate graphic design over four months, an opportunity for all its participants to meet up, discuss practices and topical issues thanks to a variety of events all over the city.

Post Medium is the theme of this 2nd edition, a term that will be illustrated in an eponymous exhibition, addressing the processes of transformation of the discipline, and which may be interpreted in three different ways: postprint, multi-media or beyond the medium. The *Post Medium* exhibition will show works by the artists The Rodina, Dia Studio, ARK –Atelier Roosje Klap with Pauline Le Pape, Moving posters of Weltformat, Laura Knoops and Jonathan Castro.

The public will discover a programme of events featuring emerging as well as established artists from the graphic design scene, with solo exhibitions of the work of Frédéric Teschner, Karl Nawrot, Camille Trimardeau and themed exhibitions such as La Fabrique de l’Affiche, Exemplaires and the student competition.

The Biennale will inaugurate the 28th International Poster Competition, a key event for graphic designers. Around a hundred posters selected among the best contemporary productions will be displayed in an exhibition.



View of the exhibition of the international poster competition, Biennale du design graphique 2017.

Participatory workshops, group discussions, concerts and lectures about graphic creation is also organised, in a friendly atmosphere of share, encounters, transfer of knowledge and discovery.

The Biennale is designed for an international audience, students and professional graphic designers, and keen neophytes alike, and aims to democratise the graphic design discipline and make it more accessible.



Exhibitions

Post Medium

Post Medium is the signature of the second edition of the Biennale de design graphique and can be interpreted in three different, yet complementary ways:

- Post Medium as in Post Print

Chaumont – the poster town – was for a long time associated to printed matter. With Post Medium, le Signe declares its ambition to free itself from these printed forms in order to assert its commitment to the plurality of media, namely technological ones: animated posters, flexible identities, vjing, motion design, etc.

- Post Medium as in multi-media

The idea of taking on a post-medium approach allows to set aside the medium and focus on the message or the images that can be implemented and unfolded in a flexible or mobile way on any medium or even several media at once. For example, Joseph Schaub's Moving posters can be seen just as well on bus shelters as on different sizes of advertising screens.

- Post Medium as in beyond medium

The technologies of images that for a long time served printed images are considered here as autonomous images, immaterial icons. What are we looking at if we are not looking at objects? What is left once the question of the medium is evacuated? This exhibition suggests the sovereignty of images. The forms exhibited in le Signe are deliberately plural and reveal a sidestep questioning the message beyond the medium.

Le studio g.u.i., chair of the jury of the student competition of the Biennale internationale de design graphique 2019 invites the participating students to “faire assemblée”, thus focusing on questioning the message and the meaning rather than the form, which is not predefined.



The Rodina, Chambre of Transformation

The Rodina, for instance, addresses the issue of interaction and participation by means of creations mingling graphic design and public performance. The Rodina questions the unilateral and descending relationship between the transmitter and receiver in traditional graphic media.

Dates : from 17 April 2019 to 14 July 2019

Venue : le Signe, Galerie

Curator : Jean-Michel Géridan

Exhibition design : Pernelle Poyet

Artists : The Rodina, Dia Studio, Josh Schaub, Erich Brechbühl, Laura Knoops, Roosje Klap, Pauline Le Pape, Jonathan Castro

28th international poster competition



The international poster competition, 2017, Le Signe

The international poster competition of Chaumont was launched in 1990 in order to highlight poster design on an international scale.

The posters entered by the graphic designers must have proven to be commissioned works.

The jury panel (Fanette Mellier, Atelier Tout va Bien - Anna Chevance and Mathias Reynoird - Tereza Ruller and Jianping He) are internationally renowned designers. They are demanding and provide the necessary credibility to a competition intended for professionals.

The identity of the competition is defined by the writing of the authors, the topicality of the forms and the quality of the reply to the commission.

The final selection is presented in a panoramic exhibition of the best contemporary creation in the field of poster design. The jury awards a grand prize and a newcomer prize for artists under 36.

The audience will have the opportunity to choose their favourite poster by means of an on-line vote on the new website of the Biennale that will be available one month prior to its opening.

Dates : from 23 May 2019 to 22 September 2019

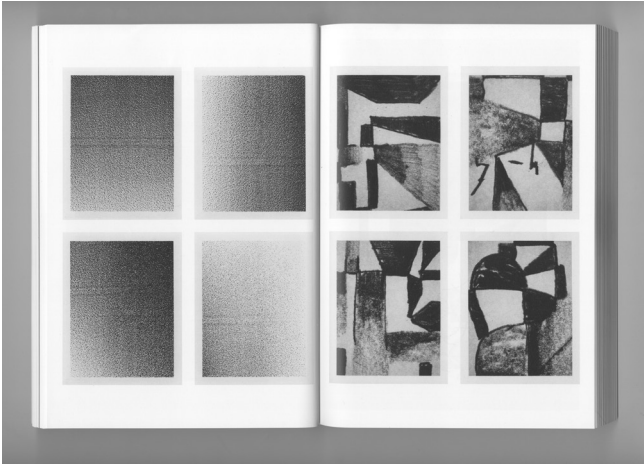
Venue : le Signe, Plateau

Curators : Jury du concours : Fanette Mellier (FR), Atelier Tout va bien (Anna Chevance et Mathias Reynoird, FR), Tereza Ruller (The Rodina, NL/CZ), Jianping He (DE, CN)

Exhibition design : Kevin Cadinot

Artists : 400 graphistes internationaux

Karl Nawrot, Phénomènes



Karl Nawrot, Phénomènes

Karl Nawrot (aka Walter Warton) is a French graphic designer who associates drawing, sculpture, typeface design and illustration so as to explore potential narratives between childlike strokes, violent shapes, architectural structures and surrealist deformed spaces.

Karl Nawrot was the prize winner of the Chaumont international poster competition in 2015 and of the Inform for conceptual design prize in 2016, awarded by the Galerie für Zeitgenössische Kunst (Leipzig, Germany), where his work was exhibited in October 2017. It is also collected by the Frac Normandie in Rouen.

The exhibition **Phénomènes** will present original creations, as well as the tools and templates used.

Dates : from 23 May 2019 to 22 September 2019

Venue : le Signe, Plateau

Curator : Thierry Chancogne

Exhibition design : David des Moutis

Exemplaires, Forms and practices in publishing

This exhibition dedicated to publishing arose from the collaboration of superior art schools (Belgium, Canada and France). It is itinerating to Chaumont for the Biennale de design graphique and offers a group of publications that were judged “exemplary”.

All of the editorial objects written in French and published within the past six years were chosen according to criteria freely defined by each school. Other works are presented for the sake of comparison (older works, in other languages, etc.). Each selection is completed by a publication made by the students in order to shed light on their choices and standpoints.

The notion of exemplarity does not only apply the graphic appearance of the selected works but also the elaborative process, their uniqueness and the coherence between content and form.

This event contributes to illustrating practices that go beyond one sole field of graphic design and that associate different disciplines.

Dates : from 23 May 2019 to 22 June 2019

Venue : Les Silos, médiathèque de Chaumont

Exhibition design : Exemplaires

Frédéric Teschner, Rue de Paris

Fruit of the meeting between a graphic designer and a printer, the series « Rue de Paris » represents ten engravings with aquatint by Frédéric Teschner, prize winner of the Chaumont international poster competition in 2012.

The series, which was printed by Yann Owens for Franciscopolis éditions after the death of the designer in 2016, emphasizes the close relationship between the notion of the binary in information technology and etchings. This relation between two writings, one being virtual the other engraved in copperplates, between a line made of digital materialized data, and another materialized by etched grooves, sublimates the entire work of the artist.

Frédéric Teschner, graduated from ENSAD of Paris in 1997, opened his studio in 2002 and worked together with architects, designers, choreographers, comedians, galleries and the Theatre of Gennevilliers.

As of 2003 he designed the visual identities of several exhibitions for the Centre Pompidou, the MAC/VAL, the Musée d'Art Moderne de la Ville de Paris.

He also worked with art centres and institutions of the Ministry of Culture such as CNAP or the DAP. In 2008, he designed the poster for the International Poster and Graphic Design Festival of Chaumont and also the visual identity of the exhibition *La Force de l'art 02* in the following year.

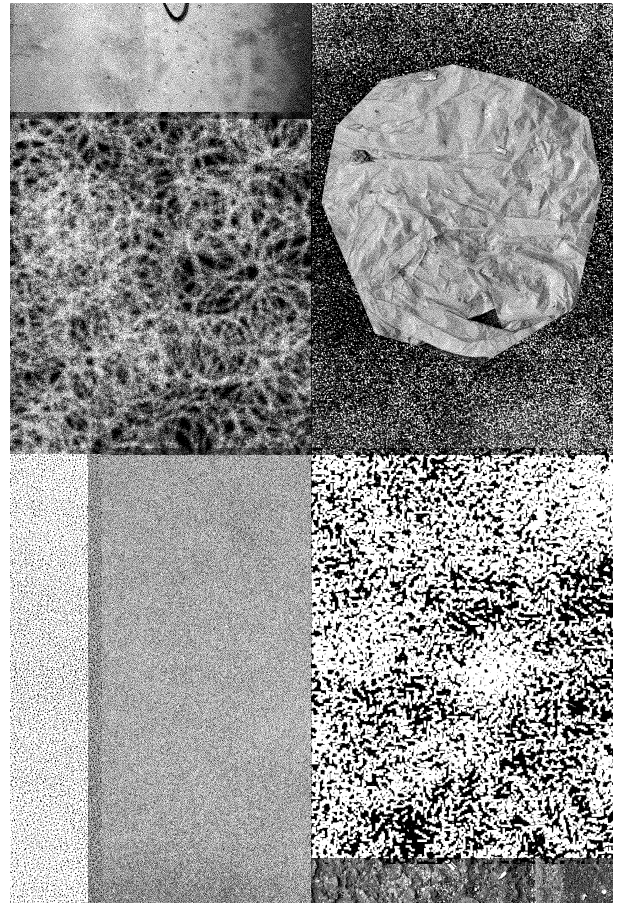
A monography dedicated to the work of the artist will be released and presented during the Biennale de design graphique.

Dates : from 23 May 2019 to 22 September 2019

Venue : le Signe, Plateau

Curator : Yann Owens

Exhibition design : Kevin Cadinot



Frédéric Teschner, Rue de Paris

La Fabrique de l'affiche



The copies unveiled in this exhibition *La Fabrique de l'affiche* are extremely rare – even unique: they should never have reached us.

Their quality and quantity highlight the practices of poster printing in the lithographic workshops (scaling, colour testing, adjusting letters, cutting out patterns or vignettes, handwritten indications by the printer, remarks, etc.).

They are trials, repentances, sketches, prototypes, graphic compositions in progress that lead us very plainly into the world of manufacturing poster images.

The exhibition invites the visitor to discover the 46 graphic items to be observed in a twofold perception: see the posters and read the models.

Dates : from 4 May 2019 to 24 June 2019

Venue : Musée d'art et d'histoire de Chaumont

Curator : Virginie Vignon

Exhibition design : Kevin Cadinot

24th Student Competition "Faire assemblée"

As for each edition of the Biennale de design graphique, the students were invited to enter their projects to a competition whose subject in 2019 is "Faire assemblée".

The proposals selected by the jury will be exhibited. For the 2019 student competition, le Signe called upon the collective g.u.i. , which was created in 2007 and works together with cultural institutions and communities, associations, artists and researchers and who closely intertwines the practices of graphic design with the keys of performance and collaborative projects.

The collective g.u.i. counts on the diplomatic power of the graphic design tools in collective moments where experiences, knowledge and thoughts are combined around a problem, a social issue, a public action.

"Faire assemblée" invites the students to imagine designer tools to create a shared moment, generate meetings and keep tracks.

Dates : from 25 May 2019 to 9 June 2019

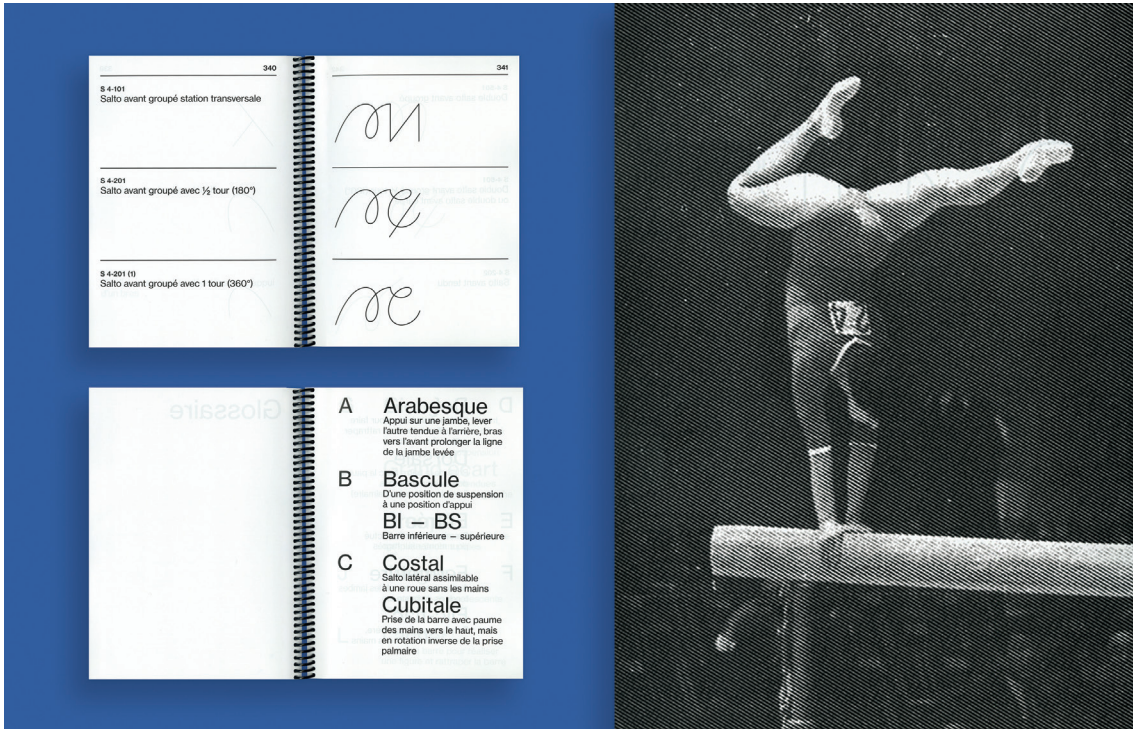
Venue : Entrepôt Tisza Textil Packaging

Curator : collectif g.u.i.

Exhibition design : collectif g.u.i.

Artists : About twenty student projects (all carried out by groups of 3 to 4 students minimum)

Camille Trimardeau, Gymnographie



Camille Trimardeau, Gymnographie

In 1979, the International Federation of Gymnastics published the first symbols representing the main acrobatics of women's artistic gymnastics and for the first time, offered the discipline its own writing system.

Created within the framework of Camille Trimardeau's research project at the ANRT (Association Nationale de Recherche Typographique), this new system of assessment and the writing it is based on, presented an opportunity to create new visual aids clearly explaining the basis in order to make them accessible and intelligible.

The aim is thus to propose a coherent typographic system integrating the specific grammar of this writing in order to create new interactive tools useful in gymnastics scoring.

Dates : from 25 May 2019 to 9 June 2019

Venue : Entrepôt Tisza Textil Packaging

Presentation of 2018-2019 projects

Each of the editions of the Biennale is also an opportunity to recall the projects that were led and carried out by graphic designers in le Signe and locally in Chaumont and Haute-Marne.

Alongside with the presentation of the **international workshops** Tisza Textil will this year also host three studios and designers:

Eddy Terki, who is presenting the fruit of this **Projet Artistique Globalisé (PAG)**, which he led on typography with pupils from primary and middle schools of the district of Langres ;

Terrains Vagues are showing the outcome of their artist residency in education with 5th and 6th grade pupils from Chaumont, proposing an urban “graphic inventory” after having collecting and listing sounds, inhabitants, architectures, words (tags, signage...) in the Rochotte neighbourhood of Chaumont ;

Le Studio Adeline & Martin are showing the records of the graphic design workshop and work on the cookbook designed with the participation of ten asylum seeking families from Chaumont.

Dates : from 25 May 2019 to 9 June 2019

Venue : Entrepôt Tisza Textil Packaging

Curators : Eddy Terki, Terrains Vagues, Adeline & Martin, Anja Kaiser, Gilles de Brock, Julien Gachadoat, Jan Bajtlik, Teresa Sdravovich



Biennale internationale de design graphique, 2017



Biennale internationale de design graphique, 2017



Activities and
events

CHAPELLE

Graphic book fair

The association Chaumont design graphique is organizing *CHAPELLE*, a graphic book fair, at the Chapelle des Jésuites, offering a lively panorama of the alternative publishing in the graphic design and illustrative fields.

The Salon is also an opportunity to unveil unforeseen collections and hidden or unrecognised faces of graphic culture through unique exhibitions.



Dates : from 24 May 2019 to 25 May 2019

Venue : La Chapelle des Jésuites

Organisation : Chaumont Design Graphique

Art Direction : Yassine de Vos

Graphic walks through town

In 2019, the Biennale is reaching out to the whole town of Chaumont. Besides the different exhibition venues, four graphic walkways can be followed by the visitors in the public space in order to discover the different faces of Chaumont.

Les Soleils de la Rochotte : the “passeurs d’image” of the collectif Fabrication Maison have moved to the Rochotte neighbourhood and offer a poetic signage of the venues and the buildings allowing the inhabitants to recapture their own neighbourhood.

Electric transformers : In 2017, Raw Color, a Dutch graphic design studio modified the appearance of the electric transformers in Chaumont by applying playful graphic and colour patterns.

Affiches sur le thème de la fête dans le Vieux Chaumont : en partenariat avec l’association éponyme, le centre historique de Chaumont se pare le temps de la Biennale, de reproduction d’affiches anciennes et contemporaines issues de la collection d’affiches de Chaumont.

Augmented posters in the shops in Chaumont : in association with the theme of the Biennale, the exhibition Post Medium will reach out to the shop windows in Chaumont with posters, who, once they are scanned, come to life!

Suivez le Signe : empty shop windows in the town centre will take on graphic signs for the occasion. Organized by the Ville de Chaumont.

Awards Ceremony

The awards ceremony, which takes place on Saturday, 25 May at 17 o'clock is the opportunity for the graphic designers to recognize the best creations of their peers by awarding these different prizes.

The Chaumont international poster competition distinguishes three prizes:

The Grand Prix awarding a poster or a series of posters whose artistic, formal, experimental, informative, editorial and sensitive qualities have been acknowledged by the jury for its contribution to graphic design. The winner receives 3000€ ;

The Prix Espoir highlights a poster or series of posters by a young author (under 36) whose work has been acknowledged as being exemplary for a commissioned work. The winner receives 1500€ ;

The Prix du public allows all of us to vote on-line for a singular poster of the international selection. The winner receives 4000€ ;

The Student Competition awards prizes to three collectives who will each receive 500 euros.

Date : samedi 25 May, 5PM

Venue : Cinéma À l'affiche

The Biennale Village

The Place des Arts is the venue for the Biennale Village, heart of the activities and information counter.

This event allows all the visitors to gather around a drink, have discussions, enjoy concerts and associated events. Among these:

- Concerts, musical background and food and drinks every evening ;
- A festival afternoon on Saturday 25 May ;
- DJym tonic on Saturday from 10 to 11 o'clock and on Sunday from 11:30 to 12:30 o'clock: get out your most colourful outfits for this tonic dance lesson !
- Participatory workshop on Saturday and Sunday from 14 to 18 o'clock with Bastien Contraire and Shobo Shobo ;
- Showcase of regional products from Haute-Marne throughout the whole weekend.

Dates : from 20 May to 26 May 2019

Venue : Place des Arts

International workshops and lectures

The 2019 Biennale offers a great moment of creativity and sharing of practices with these workshops. Students and graphic designers – whether renowned or freshly installed, come together in a same venue create and explore together the multiple forms and fields of graphic design. Coming from different disciplines and each working in their own way, the participants have a chance to live a unique experience in touch with a graphic design and design studio.

From 20 to 22 May, a cycle of lectures (18-20 o'clock on Monday and Tuesday, 18:30 to 19:30 on Wednesday) is organized to allow students, professionals or amateurs to discover in further depth the discipline, its practices and meet the major actors in today's graphic design. The lecturers present their work through finalized projects or others in progress and question the profession on its development, its interrogations and creative processes.

At Le Nouveau Relax

Monday 20 May
18-19 o'clock Anja Kaiser
19-20 o'clock Jan Bajtlik

Tuesday 21 May
18-19 o'clock Teresa Sdrilevich
19-20 o'clock Gilles de Brock

Wednesday 22 May
18:30- 19:30 o'clock
Julien Gachadoat with Benjamin Ribeau

Dates : from 20 to 25 May 2019

Venues : le Signe / ESPE / Canopé / la Chapelle / Tisza

Artists : Anja Kaiser, Gilles de Brock, Julien Gachadoat, Jan Bajtlik, Teresa Sdrilevich

Tables rondes professionnelles

The Biennale internationale de design graphique brings together a large number of international professionals of the graphic and visual communication chain for a weekend full of meetings, exchanges and discoveries. It also allows the Signe to assert its editorial line, to foster the positioning of the profession by means of exhibitions, events, competitions, workshops and also debates.

By organizing round tables during the Biennale, le Signe intends to focus on developments, interrogations and issues that concern not only the profession itself but also the whole eco-system around graphic commissions.

Round Table about technological question :
vendredi 24 mai de 17h à 18h30 avec Elise Gay et Kevin Donnot (Revue Back Office), Eric Shrijver (Author of "Copy This Book")...

Round Table about the structuration of the profession: Saturday 25 May from 10:30 to 12 o'clock with Tereza Ruller ("Unionize"), Françoise Darmon ("Du Sens dans l'Utile")...

Round Table about social issues and representativity: Saturday 25 May from 14:30 to 16 o'clock with Silva Baum and Lea Silvertsen ("Notamuse"), Jonathan Castro,...

Dates : from 24 to 25 May 2019

Venue : Cinéma À l'Affiche

Workshops and guided tours

The 2019 Biennale offers workshops for initiation to graphic design with designers and graphic design studios. These workshops require prior booking but are free to the general audience during the opening weekend, Saturday and Sunday 25 and 26 May. In a spirit of “making things together” the workshops are designed by le Signe or by guest designers and include one or several printing or composition techniques.

All the workshops of the main weekend take place at le Signe, indoors or outdoors - depending on the weather.

Guided tours are an opportunity to discover the exhibitions in their entity, to get deeper insight into the work of a studio or a designer and take time to develop a specific aspect of graphic design. In addition to these guided tours, initiation and development activities on the different aspects of graphic design creation are proposed.

Dates : from 25 May to 8 June 2019, and until 22 September 2019

Venue : le Signe (atelier) et le Village

Concerts

Fact ignored by many: graphic designers have for a long time been active in music, by becoming either DJ or VJ for an evening, i.e. offering a video image transcription of music. Over the years, the DJVJ night on Friday evening has become a leading experimental music event, reaching a special audience well beyond French borders. Furthermore, from Thursday to Saturday, all different styles of music will resound on the Place des Arts, classical music or rock, in association with the Town of Chaumont and associations such as Fugue à l'Opéra, l'Antre de la folie and Subwave Records.

A mapping event will be organized by the Town of Chaumont and the Lycée Charles de Gaulle on Saturday 25 May at 23 o'clock on the façade of the town hall, proposed by the students of the Lycée Charles de Gaulle and the artist Keyvane Alinaghi.

Wednesday 22 May : classical music “I am melancholy” by Francisco Manalichle (tenor and viola da gamba) in association with Fugue à l'Opéra.

Thursday 23 May: Black Bones, pop, on the Place des Arts, organized by the city of Chaumont

Friday 24 May: rock concert, The Great Delusion, Iri'dium and Totem, in association with l'Antre de la folie

11pm - 5 am : the traditional DJVJ party of the Biennale is entrusted this year to the label Slurp Records which offers a perfect immersion in the links that unite sound and image.

Saturday 25 May: as of 16:30 o'clock, Becs à Swing
20:30 o'clock: rock concert, The Fat Badgers in association with Subwave Records.



Le Signe

Le Signe, centre national du graphisme

Le Signe, which was inaugurated in 2016, acts as a platform for the dialogue between the artistic field of graphic design and the audiences.

Its exhibition, workshop, training and residency schemes contribute to the recognition, the development and the influence of graphic design in France and internationally.

As an art centre dedicated to graphic design within an exceptional architectural surrounding, le Signe is the fruit of the initiative unique in France and born by the City of Chaumont, the Region Grand Est and the Ministry of Culture, founding members of the structure.

Chaumont, with its remarkable collection of vintage posters bequeathed in 1906, has been recognized as a haut-lieu of graphic design ever since the creation of a festival and an international competition in 1990, by means of which a collection of contemporary posters has been built up.

The festival, which has become a Biennial, now organized by le Signe, offers this major event, where artists and designers from all over the world have been coming together for 28 years now.



Le Signe, centre national du graphisme, Chaumont

The visual identity of the Biennale internationale de design graphique

As the fruit of a tradition of 27 editions of the Chaumont International Graphic Design Festival, the Biennale de design graphique has its own communication, co-existing with the institutional identity of le Signe.

The aim is to include the Biennale among the major national artistic events by providing it with a strong and independent identity.

For this edition **Ines Cox**, Belgian graphic designer, was entrusted with this identity as well as the catalogue design. Her proposition flows from programming language and namely the exhibition Post Medium.

Ines Cox found inspiration in the computer programming language and in the work of conceptual artists such as Ed Ruscha. She managed to isolate polysemous words that come from computer codes that structure digital interfaces “enter”, “shift”, “go”, “next”, etc. The minimal execution, in black and white, with typographic choices that also call to mind the world of programming and digital pixelized images, recall computer interfaces that produce a seiging contrast once printed.

Finally, the language game continues with a system of variations on the proposal according to the format and the purpose: the name of the computer file, e.g. “press file” “A3 poster” etc. are the image itself, as an allusion to the artist Joseph Kosuth.

POST-MEDIUM_Biennale_internationale
_de_design_graphique_Chaumont_2019_press
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(show) 23.05—22.09.2019... (close)
Le Signe, Centre national du graphisme
1 (place) Émile Goguenheim
52000 Chaumont, France
www.cndg.fr (help) +33(0)325357901



go

Visual identity of the Biennale internationale de design graphique 2019 by Ines Cox

It is also a form of reply and criticism of the culture of proliferating images in our digital era.

As a contrast to the colourful images and visuals of the preceding editions of the festival, Ines Cox’s proposal fulfils its purpose: inform, intrigue, question the field of images and get talked about!

Biennale internationale de Design graphique 2019

Centre National du Graphisme
1 Place Émile Goguenheim
52000 Chaumont
France
contact@cndg.fr
03 25 35 79 01



Free entry

to exhibitions, café and co-working space (free wi-fi)

Open from Wednesday to Sunday

from 2 to 6 PM
7/7 upon reservation :
resa@cndg.fr

Press contact

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+33 (0)1 43 20 12 11

For more information and to request high resolution pictures.
haute définition.

Coming to Chaumont by car

From Paris:
highway A5: exit nr 24
direction Chaumont/Semoutiers

From Nancy:
highway A31: exit nr 8
direction Chaumont/Bourbonne-les-Bains/Nogent...

From Metz:
highway A31: exit nr 8
direction Chaumont/Bourbonne-les-Bains/Nogent...

From Lyon:
highway A6 and A31 : exit nr 24
direction Saint-Dizier/Chaumont/Châteauvillain

Coming by train

Paris-Chaumont:
about 2h15 mn

Nancy-Chaumont:
about 2h10mn - 1 connection

Metz-Chaumont:
about 3h - 1 connection

Lyon-Chaumont:
about 3h50 mn - 1 connection



ville de Chaumont,



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