



The Drawing life exhibition gave studio Mariscal an opportunity to delve into the archive, to revisit past projects. More than a nostalgia trip, this exhibition is a selection of just some of Mariscal's designs and pivotal career moments. This exhibition explores the reasons, motivations, processes and the continuous evolution of Mariscal's style and demonstrates the origin of the design process that always begins with a line drawn by hand.

Through this exhibition we wanted everything to come to life again, so that every object, drawing or printed piece of paper would talk about its "past moment" and, at the same time, would serve to explain the "present moment". We did not just want to display the material, but to use it again, give it a new meaning, a new transcendence, to review it and rethink it. To do this, we used the Mariscal method, disorganise it all to find a new order. This is why the exhibition is not in chronological order, or by design disciplines or by projects, but by concepts, ideas, feelings and sensations.

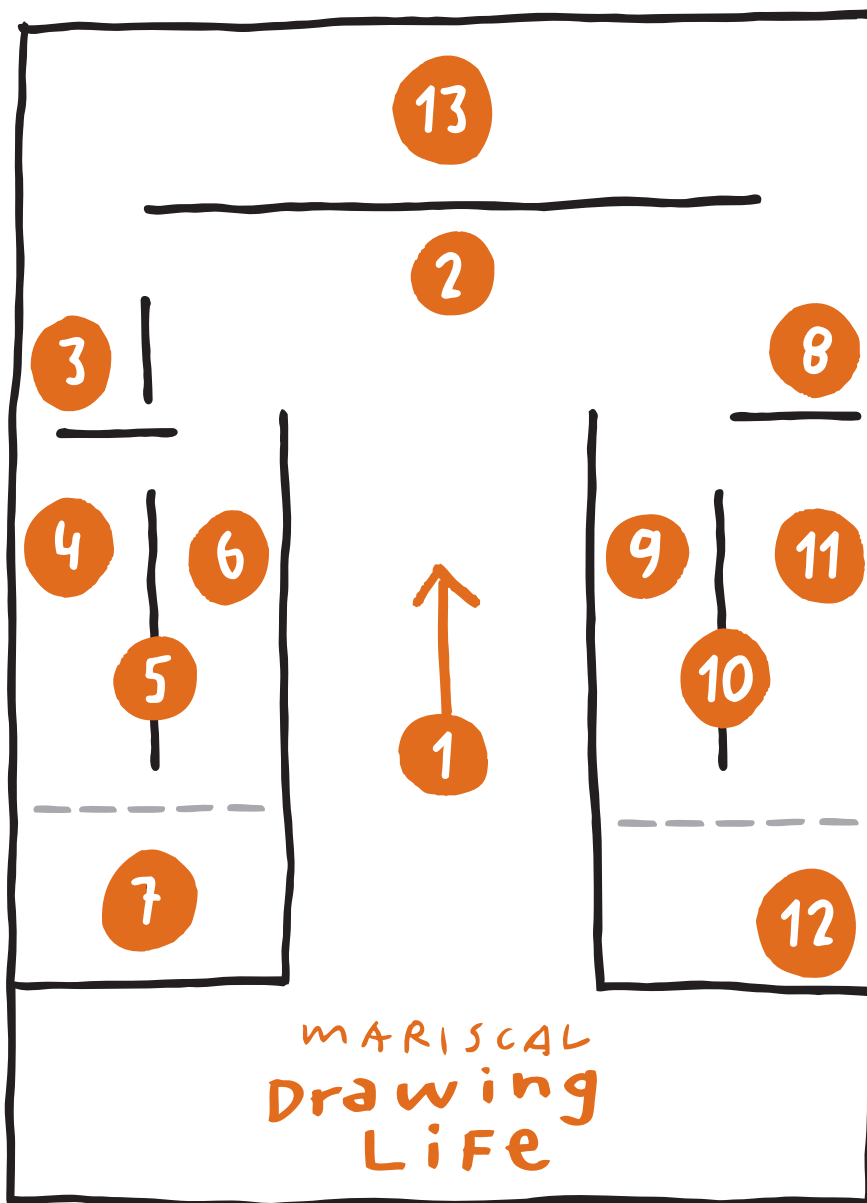
Collage and superimposing layers are techniques that have been used in many of the elements that are found in Drawing Life and are expressed through Estudio Mariscal's methodology. A methodology where the projects influence and become each other, a melting pot of design. Each project is unique, and the results all differ, but start from the same point and follow a natural, coherent evolution.

Mariscal is regarded as a true draughtsman and Drawing Life reveals, above all, the draftsman's journey, Mariscal's journey as a designer who captures reality and contributes towards creating a new iconography and innovative graphic language.

Visitors will discover the vast, complex work surrounding Cobi, the mascot for the 92 Barcelona Olympic Games. It shows opposing results of the project in a multi-coloured shop window of sketches, corporate applications, products and promotions. Cobi was a media success, a great communicator, but it was also a victim of its own success and become distorted through mass production and counterfeit duplication.

In the "joie de vivre" installation, you can immerse yourself in the emotion of colour and sensuality of the Mediterranean. The pleasures of life and the joy of living is celebrated throughout Mariscal's career and expressed through optimism, humour, irony, poetry, repetition, narration and symbolism. The constant crossing of art and design, of feeling and emotion, of how the artistic side feeds the design solutions is the philosophy and inspiration of Javier Mariscal.

Exhibition guide



1 Shower Tunnel

Installation of 640 illustrated ideas that reproduce Mariscal's visual language from 1970 to 2009 with natural sketches, iconography, illustrated alphabets, comic strips, ideograms, pictograms and outlines.

2 Characters

A random collage made from a comprehensive, very detailed compilation of all the official and pirated versions edited, manufactured, published or produced using the images of the Olympic Games mascot, Cobi, and the Paralympics mascot, Petra (Barcelona, 1992), together with the mascot for the universal exposition in Hannover, 2000, Twipsy and other characters from Acuarinto theme park in Nagasaki, 1993.

3 Editorial Curtain

First composition made using The New Yorker, El País Semanal and Apo magazines published between 1990 and 2004 with the covers designed by Mariscal.

Second composition made using the instalments published by Editorial Salvat of the 'Diseño con Mariscal' encyclopaedia, designed and directed by Estudio Mariscal (Barcelona, 2000).

4 Visual Identities

Collage made from deconstructing the visual identities for post-production and FX company, Framestore (1994-2008), the bank, Bancaja (Valencia, 2005) and the America's Cup sporting event (Valencia, 2005-2006).

5 Letters Wall

A typographic composition in volume built using original typefaces by Mariscal (Barcelona, 2009).

6 Logos

A chronologically unordered collage made using the logos designed between 1977 and 2009, their versions and some sketches.

7 Señor Mundo Chapel

Installation with 225 illustrated messages from Sr. Mundo that were published in El País newspaper, 1994.

8 Communication Curtain

Composition made out of bags designed for Camper for Kids with the image of the six campaigns carried out (Inca, 2005-2009).

9 Latin Jazz

Reproduction of a fragment of the Latin jazz club Calle 54 in cardboard (Madrid, 2004), image of the film 'Calle 54' by Fernando Trueba (Madrid, 2000) and CD covers for the production company (2000-2009).

10 Chair Wall

Composition made with some of the wooden pieces before curving, designed for the 'Guitarra' collection, produced by Uno Design (Valencia, 2008)

11 Interiors & Other Interventions

Video-collage made using images of the Gran Hotel Domine Bilbao, the Metropol cafeteria and the Splash & Crash bar (Bilbao, 2002), the Ikea restaurant (Vitoria, 2006), the H&M shop (Barcelona, 2008), artistic interventions: 'Crash' (Arco 2007), 'Sillas' Sculpture (Valladolid, 2008) and graphic work: 'Caras' (Arco, 2007).

12 The Me Too Temple

Installation of a small 'temple' made with pieces from the 'Ladrillos' shelves for Trona Reiet, produced by Magis (Motta di Livenza, 2004-2009)

13 Joie de Vivre

A visual allegory of the joy of living (Barcelona, 2009) represented as an installation of fragments from the Mediterranean coastline, built with 'Villa Julia' apartments in cardboard produced by Magis (Motta di Livenza, 2009), dunes and objects in cardboard, original Alessandra armchair produced by Moroso (1995) and a group of pine trees made using 18 'Miralook' chairs, produced by Amat3. Several surfaces covered in wallpaper and textile patterns.