

Traces

Simone Schink / Atlas of Graphic Design Connection

Guto Lacaz /answers

A – How would you describe your graphic origins and Who did you particularly admire

on your way of becoming a graphic designer?

Since my childhood I like to see and copy figures in magazines, books, packages, stamps, etc

In the 60's my favorite magazine was Popular Mechanics that I used in technical drawings to show how to build furniture, boats or toys. It became my graphic Bible.

I have always been backing to their pages as a reference.

The American way of life's illustration and in the opposite side the Russian Constructivism are some of my most important graphic references.

I studied architecture and at my school there was a very good course of graphic design.

I used to tell myself: If I will not be an architect I will work as a graphic designer.

After graduating I had more opportunities in this area and I realized that it could be a good way of making my living.

I am sending you a book published by myself in 2007 when I did a big one man show presenting more than 30 years of graphic design works at São Paulo Cultural Center.

You will see in the beginning a double page with my main references in this area.

In my web site you can find much more. – WWW.gutolacaz.com.br - gráfica – mestres e referências.

B – Who has trained you to become a graphic designer and how does it influence your

projects today?

I started working alone or with some friends: Ricardo Van Steen, Rafic Farah and Mario Cafiero, I learned a lot with them.

It was a very empiric method – we did very good works together but we used to do all kinds of mistakes and payed high for them.

Those lessons I remember everyday.

C – How important are connections in graphic design and how significant should they be?

These three friends are my most important connections, after that I met some other professionals and with each one I learned a little bit more.

Recently I went to AGI congress where I met three colleagues that really impressed me:

Arnold Swartzman, Alain Le Querrec and Ron Arad .

D - What is the most important thing in your network?

A good relationship is the most important form of vital energy.

If they are colleagues you can learn with, exchange knowledge, see the same subject through another angle, to do some projects together, etc

E – What do you guess how many people are included in your network?

In my mailing list I have more than 3000 names but actually I know only about 1000 of them.

F – Please outline your network.

I have many friends that I met in my childhood, in different schools where I

studied, other people I met on vacations or parties, others were my students, so many of them had seen my work in shows or speeches and became fans and friends later, some people had seen my work and became clients and recommended me to people from their network, things like that.

G - What is your benefit from your network and how does it benefit from you?

My network makes me live, bringing me work opportunities and friends.

H – How are our connections changing the graphic design?

It is difficult to say that but everything might change everything.

I – Which designers inspire you currently?

Actually I haven't followed what has happened in graphic design lately. I don't have any subscription of graphic magazines and I am not used to seeing colleague's web sites.

I trust my repertoire and the contributions that I catch at random.

J - Which Project of a graphic designer impressed you particularly?

Lots of projects did it, but as I told you recently Alain Le Querrec's posters.

K – Which graphic designer would you toast your drink to?

I would like to toast my drink to Paul Renner, who designed the Futura, Bodoni, who designed Bodoni and Gustav Dürer, who did the first diagram of types.

L – And Who is the graphic designer you can do without?

Actually I can do without the great majority of them because I don't know them.

I can do my work with the influence of about only ten people.

My pleasure

Best wishes

Guto Lacaz