

REVIEW

VISUALIZER: '365 | DESIGN EFFECTIVENESS'



▲ BIKERS TAKE THE PLEDGE
Project: To get a million people to pledge support for the Bikes Belong Coalition.

The bike-advocacy group wants more people on more bikes more often and backs new laws to make that happen. **Colle+McVoy** targeted cyclists in races and other hard-core enthusiasts and put up displays at independent bike dealers.

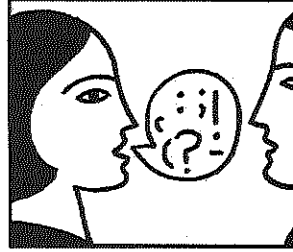


WORD CRAFT: WILLIAM GIRALDI, NOVELIST

The Style
 Of a
 Wild Man

IN HIS 'AUTOBIOGRAPHY,' Trollope writes that a novel gauge "must come from him comes from the rapid touch of performer's fingers." Prose style? I've never found it a metaphor, and at least one master of ecstatic prose, the Hannah, railed against it: "Petry to make a direct connection prose lines and music are f can't write music."

And yet the rhythms of syntax feel musical in their oddity: "Lovers are the most selfish aberrations in any giv



tory. They are not nice, and c the degree of blind metal-hid eroses run amok." What wouldn't want to command a prose style, if the opposite o means sentences dull enough you doze?

When Charlie Homar, the n my novel "Busy Monsters," curred to me in all of his wildn forced to unshackle myself from influences of Ernest Heming Raymond Carver and to embr thrilling, disobedient mode of It was Homar's mysterious a geous character that came to his maniacal language grew conception of the world and h toward the quest he embarks

That order is important: "first, style second. The insult "substance" will never be ac style rises organically from th ter's vision of human circumsta from the predicament of his sonality.

A middling writer with a b heart, Charlie Homar publi memoirs each week in a popu magazine. His conception of h is literary, and he affirms through language.

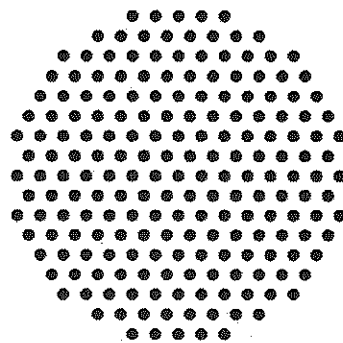
On first seeing his beloved: if the word *gustatory* had g and got a dress." In jail after a decision, he contemplates "the logic and cruel outcomes aff those with pluck but no punct

ing an uncomfortable encounte ex-girlfriend and her new adm here was the difference betw smitten and the smote, and I ble telling who was whom a was what."

An unconventional style, w ded to a character's mode o through the world, of identifi world, is not color and nois mere sake of sensory indulg tentation-grabbing ostentat language must be the organo its storytelling sensibility, its vision, and for Charlie Homar is Dionysian: inebriated, t expression of the madness that him, the chaos he's powerless

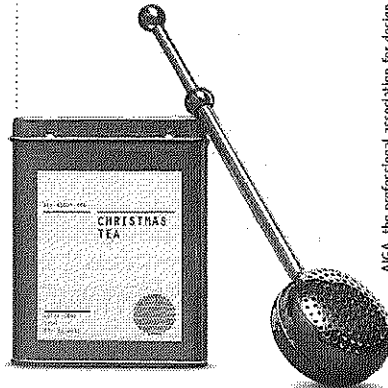
In this way, style should alw assertion of how characters f feel and barrel through their li

velopment of the mouse brain, while French researchers found that treating human subjects with large doses of probiotics for 30 days reduced levels of "psychological distress." There's nothing metaphorical about "gut feelings," for what happens in the gut really does influence what we feel.



▲ TEA'S NEW IDENTITY
Project: Creating an identity for U.K.-based tea distributor All About Tea.

Moving Brands devised a mark that evoked a tea strainer and used black, white and silver for everything from packaging to stationery, setting up a contrast with rivals who used tea-leaf images and brown-and-green graphics.



AIGA, the professional association for design

A Design Jury's
 Eye Candy

THE JURIES OF AIGA, a professional association for design, have been celebrating inventive ideas for some nine decades—most recently in this year's "365 | Design Effectiveness" contest, whose 134 winners went on display this week at the group's National Design Center in New York. The top designs, all from 2010, include a website that incorporates bicycle bells into virtual Christmas choirs, a campaign for breaking into the makeup market for South Korean schoolgirls, and tequila labels created to evoke everyday life in Mexico. Now known simply as AIGA, the group started out as the American Institute of Graphic Arts. The show will continue in New York until Nov. 23 and will then travel to other cities. Here are some more of the winners.

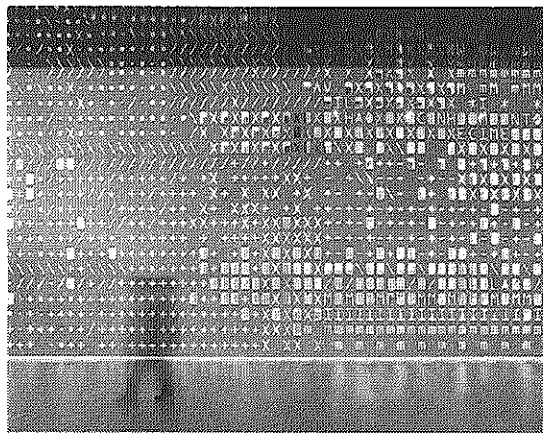


◀ PERKING UP COFFEE SALES
Project: Packaging for Midwest roaster Paramount.

Michigan-based **Square One Design** aimed for coffee that "the average Joe" could like and created a brand that would stand out for first-time buyers who haven't tasted it.

▼ NOW SHOWING IN MUSKOKA
Project: Branding a film festival.

Two hours north of Toronto, this Canadian resort area wanted Film North, its new festival, to stand out in an ever-larger crowd. Picking symbols for the Web, T-shirts and even tattoos, **Concrete Design Communications** mixed standard imagery like a film camera with northern Canadian kitsch (plaid shirt, bear, igloo).



▲ WRITING ON THE WALL
Project: To design a wall in the foyer of a science museum, the Pavilion of Knowledge, in Lisbon.

Working with the architect João Luís Carrilho da Graça, Lisbon-based **P-06 Atelier** turned to the American Standard Code for Information Interchange, a character-encoding scheme with roots in computer and Internet history.

HEAD CASE: JONAH LEHRER



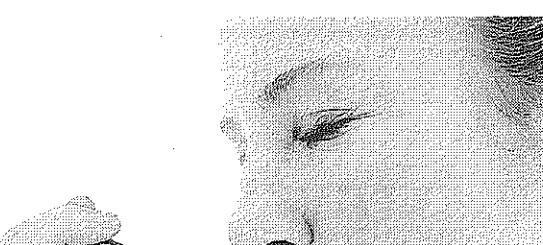
The Yogurt Made Me Do It

There's nothing metaphorical about 'gut feelings'—bacteria influence our minds

ONE OF THE DEEPEST mysteries of the human mind is that it doesn't feel like part of the body. Our consciousness seems to exist in an immaterial realm, distinct from the meat on our bones. We feel like the ghost, not like the machine.

This ancient paradox—it's known as the mind-body problem—has long perplexed philosophers. It has also inter-

Many feelings and choices are actually shaped by



velopment of the mouse brain, while French researchers found that treating human subjects with large doses of probiotics for 30 days reduced levels of "psychological distress." There's nothing metaphorical about "gut feelings," for what happens in the gut really does influence what we feel.

Nor is it just the gastrointestinal tract