

JUXTISM

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THE BALANCE OF ORDER AND DISORDER

Fuelled by the refusal to comply
to strict rules, yet desire to
maintain some form of system.



Inspired by the word juxtaposition, Juxtism is an art trend found on the spectrum between minimalism and grunge typography.

This unusual pairing results in an experimental approach to design. In efforts to define the aesthetic of Juxtism five characteristics have been named. However in the nature of grunge typography, said characteristics are expected to be broken and only loosely followed, allowing designers to place themselves on the spectrum.

Juxtism was introduced in 2019, and currently it is most commonly found closer to the minimalism side of the spectrum. This being said it is probable that it will take on a new position in the future. The purpose of this book is to define Juxtism as well as give light to its many influences, which inspired the following five characteristics of the trend.

01 Importance of Typography

Type can be manipulated in a way that would normally be considered improper design. As much or as little type can be used in order to provide text in a visually engaging way. Sans Serif and decorative typefaces are favoured.

04 Materiality and texture

Importance of texture in design, whether physically or visually. Including the experimentation with new materials while adding to the consumers experience and interaction with the design.

03 Grid and the lack of

Juxtism values the usage of a grid during the design process, but also includes elements that experiment with working outside the confinements of the grid.

02 Distortion

Elements including photographs and typography are manipulated in order to create visual interest. As a result, many textures and patterns found within Juxtism come from typography.

05 Color Palette

Color consists mainly of black, white, grey and neutrals. Limited inclusion of brighter colours can be used in order to create further contrast.

CULTURAL INFLUENCE — **Minimalism** sits at one end of the Juxtism spectrum. It was most popular from 1967 to 1978 and was a result of artists abandoning the popularity of expressionism at the time. A few key characteristics of Minimalism are: Less is more / stripping design down to only the essentials / focus on geometry, aesthetic and sleekness / usage of industrial materials in design / removal of artists personal expression in work.

Two important names in Minimalism are Dieter Rams and Frank Stella. Stella is a painter. Pictured is some of his work at L&M Arts. During a brief interview Stella emphasizes that these black paintings are paying homage to the past Abstract Expressionism. Dieter Rams, is another influential name in terms of minimalism, he is the creator of the 10 principles of good design, and considered the father of Minimalism. Juxtism pulls from Dieter Rams' industrial design work he has done for Braun, through rounded corners and choice of material.



Die Fahn Hoch! (1959)
Painting by Frank Stella,
photographed in L&M Arts.

Braun Portable Radio
Designed by Dieter Rams.



CULTURAL INFLUENCE — Grunge Typography sits at the other end of the Juxtism Spectrum. It was popular in the 80s and 90s and focused on the use of heavy expressive text. Grunge typography is chaotic, experimental, expressive, forever changing and messy; it opposes all minimalist values. The motive behind this trend was rebellion and favoring the breaking of rules. One key name in grunge typography is David Carson.

Juxtism pulls from Grunge Typography in terms of bold text and manipulation of typography in order to create visual interest.

**WHO IS
DAVID
CARSON?**

David Carson is the historical figure of Juxtism. Juxtism recognizes his unique approach to design both visually and morally. Carson entered the realm of design without any formal education, this lead him to ignore all basic rules and take an experimental approach to design. He was inspired by the streets and music. Some of his most notable work includes campaign for Quicksilver, as well as his art direction and designs for Ray Gun Magazine. Ray Gun Magazine is an arts and culture magazine, where each spread is created with the goal of representing an individual. His work and the popularity he brought to grunge typography is what earned him the title “The Father of Grunge”.

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