

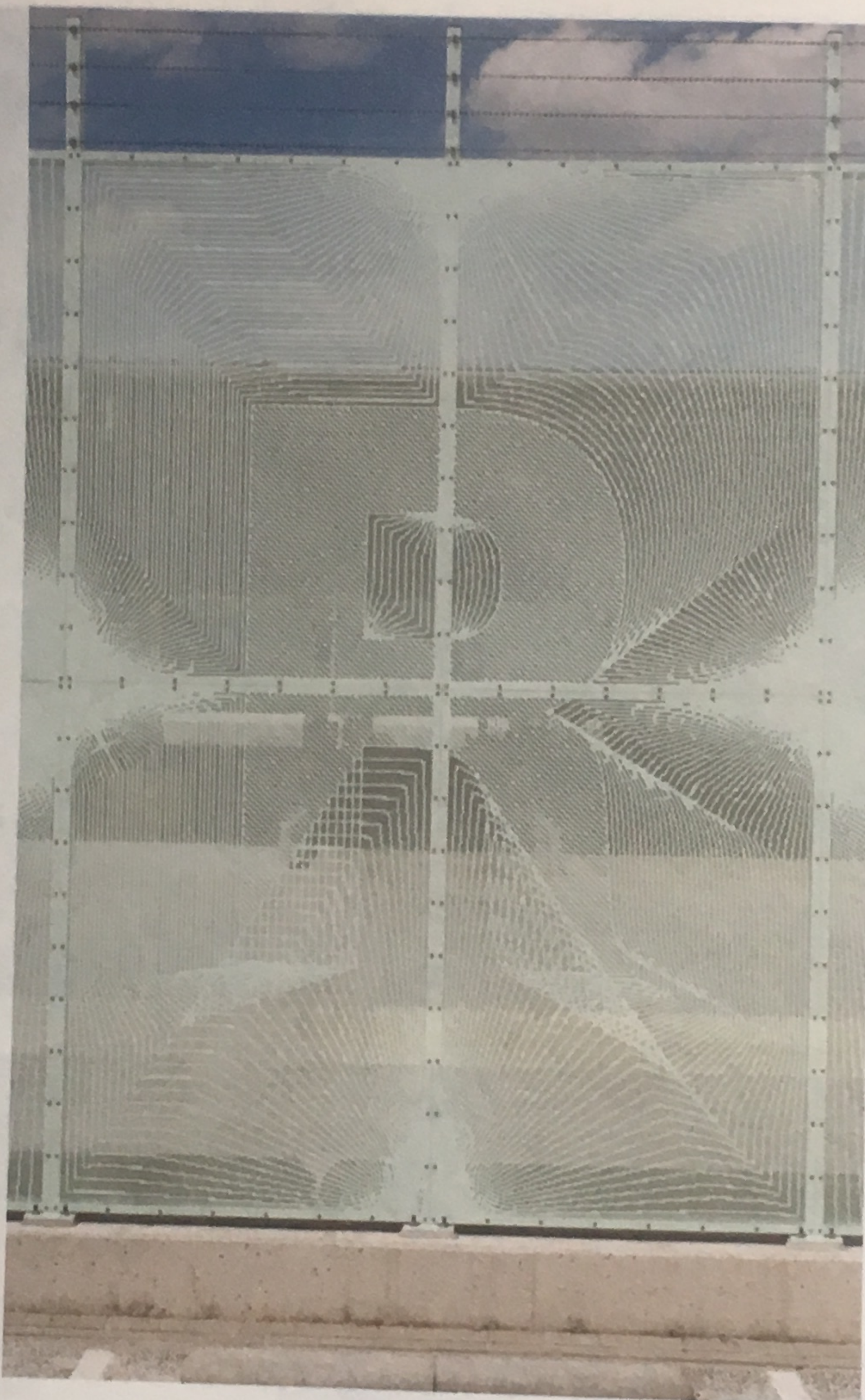
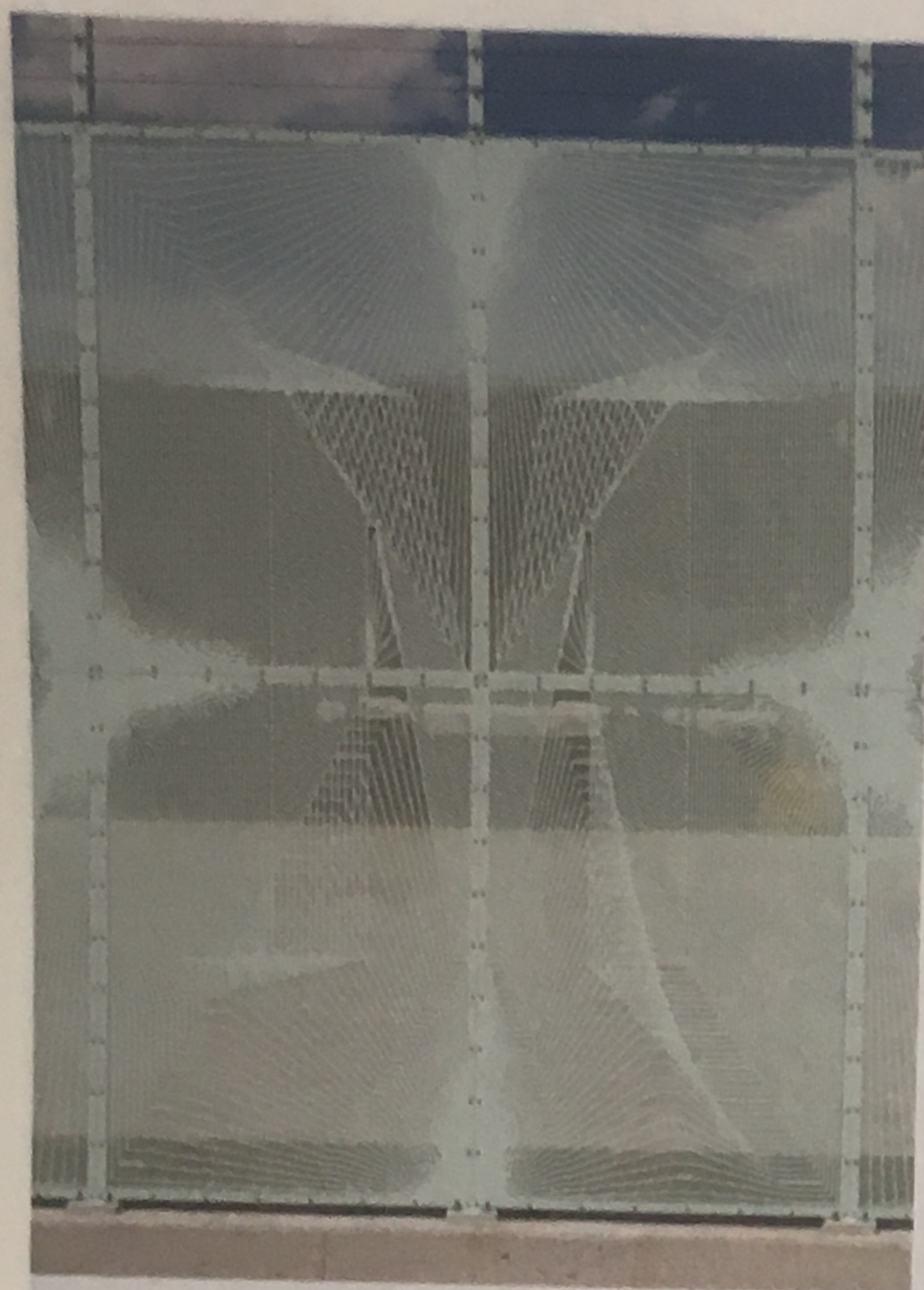
New

Members
2007

esign

Hansje van Halem

Amsterdam



What were your impressions of AGI before you became a member and how have these changed since you became a part of it?

To be honest I had never heard of it... Now that I became a part of it I realise a lot of people did hear of AGI.

How do you see graphic design developing in the future and how do you see yourself evolving along that path?

My imagination does not exceed what is currently going on: more generative, motion and interactive design.

More immediately, what challenges are graphic designers facing today?

Keeping up to date with technology.

While electronic and time-based media are now omnipresent, what role do you see printed media playing now and in the future?

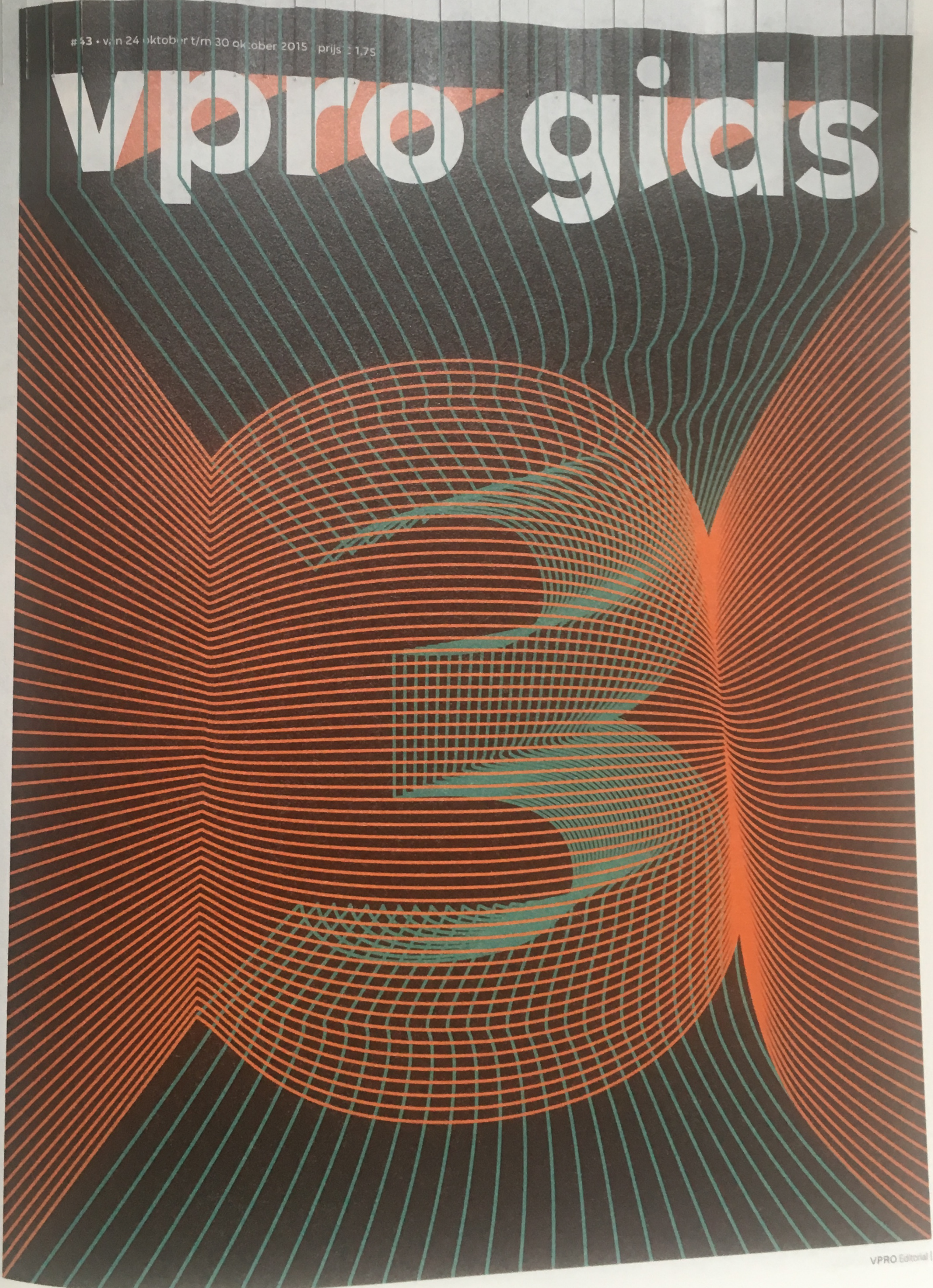
Printed matter is going to be more and more of a luxury good, for the extra special occasions, not for solely bringing information.



Hansje van Halen (1978) studied at the Gerrit Rietveld Academie in Amsterdam (NL) and gathered international recognition with her distinctive typography and geometric, almost psychedelic illustrations built on complex patterns. Van Halen digitally scratches, draws or weaves her letters and designs postages, stamps, posters and illustrations. Her design-experiments sometimes also lead to commissioned applications for public space, including a border fence at Dutch airport Schiphol. Her work is in the collection of museums, amongst others the Stedelijk Museum Amsterdam (NL).

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