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In case you have ever wondered how book covers and logos of all kinds ended up taking their final form and shape, here is your chance to take a sneak peek into the creation process of a designer.

Manuel Estrada, one of the most famous graphic designers in Spain, will open his exhibition A Juggler's Notebooks at Caisa. The exhibition is not of his finalised works, but rather on the actual design processes, which are all embodied in the many notebooks and sketchbooks displayed, often along with the final design outcome.

The exhibition's original Spanish title, Donde nacen las ideas. Cuadernos del Equilibrista (Where ideas are born. Notebooks of an Equilibrist), best reveals Estrada's thoughts on the design process, "Finding a balance is sometimes impossible, but it also provides the most interesting challenge," Estrada says.

Estrada is known for the many logos, visual looks, book and magazine covers he has designed for clients such as the El Greco Museum, Metrovacesa, Repsol Foundation and the Don Quixote Award.

The exhibition is a part of the World Design Capital programme.

JENNI TORISEVA
HELSINKI TIMES



For Manuel Estrada it is essential to know the subject well before giving it a graphic form.

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Manuel Estrada: A Juggler's Notebooks

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