



NEWS - HELSINKI, GRAPHIC DESIGN, VISITOR

A SPANISH DESIGN GURU'S SKETCHES AND NOTES ON DISPLAY AT CAISA



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Manuel Estrada, one of Spain's most famous graphic designers, will open his exhibition *A Juggler's Notebooks* on 9 January 2012 at 18:00 at the International Cultural Centre Caisa. The exhibition is part of the WDC Helsinki 2012 programme.

A Juggler's Notebooks is built around Manuel Estrada's notebooks and sketch pads. Installations and advertising graphics will also form part of the display. The designer illustrates his creative process from the birth of an idea to the completed product.

The exhibition will reveal Manuel Estrada's creative thinking and critical thought processes, thus also revealing to the viewer the more personal side of the designer. Estrada compares graphic design with juggling. In his design process, he seeks to achieve a balance between words and images, sense and emotion. Estrada explains, "Sometimes it is impossible to achieve this balance – however, attempting to do so presents the most interesting challenge."

Manuel Estrada (b. 1953) has designed visual identities, logos, book covers as well as visual identities for magazines. Repsol Foundation, Metrovacesa, El Greco Museum and Don Quixote Award are among his clients. Estrada is the chairman of the Madrid Designers' Association DIMAD, and he has received recognition for his work, for example an honourable mention at the European Art Directors Club. The exhibition to be opened at Caisa has already been displayed in Milan, Tokyo and New York.

Manuel Estrada's *A Juggler's Notebooks* will be on display at the International Cultural Centre Caisa from 9 January until 29 March 2012 at Mikonkatu 17 C, 2nd Floor (the Fennia Block).

The exhibition will be open on weekdays 9–18 and on Saturdays 11–18. Free admission.