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DESIGNER MANUEL ESTRADA'S EXHIBITION AT AIGA, NEW YORK

AIGA, the professional association for design, is hosting the exhibition, "Estrada: Sailing Through Design," on view through October 11, 2013 at the AIGA National Design Center in New York.

Featuring the work of Manuel Estrada, one of Spain's most important graphic designers, the exhibition focuses on Estrada's working process as documented

in his visual diaries.

"Estrada: Sailing Through Design" arrived at the AIGA National Design Center following stops in Helsinki, Berlin, Lisbon, and Miami. The exhibition reveals Estrada's creative process through visual diaries documenting his ideas, perceptions, and first sketches. Visitors are able to explore his award-winning work from initial idea to final design, observing the development of concepts and shapes until the design reaches a conceptual, contextual, and formal result.

The exhibition is also a journey through Spanish culture. Estrada, whose expertise is editorial design and graphic identity, has produced work for some of Spain's most important companies, institutions, and organizations. His past work includes corporate branding for companies such as Respol, the multinational oil and gas company based in Madrid, civic projects for Línea Madrid, the Madrid City Council's information service, and Bibliometro, Madrid's free library lending service, as well as many literary projects including branding for the Cervantes Prize, editorial design of gastronomy magazine *Spain Gourmetour*, and illustrations for books by Nobel Prize-winning author José Saramago. Through Estrada's designs, we encounter the writers, institutions, and events that are at the core of contemporary Spanish life.

"Estrada: Sailing Through Design" is on view until October 11, 2013 at the AIGA National Design Center, located at 164 Fifth Avenue in New York. Gallery hours are Monday through Thursday, 11:00 am to 6:00 pm, and Friday, 11:00 am to 5:00 pm. The exhibit is free and open to the public.

About AIGA

AIGA, the professional association for design, advances design as a professional craft, strategic advantage and vital cultural force. As the largest community of design advocates, AIGA brings together practitioners, enthusiasts and patrons to amplify the voice of design and creates the vision for a collective future. AIGA defines global standards and ethical practices, guides design education, inspires designers and the public, enhances professional development, and makes powerful tools and resources accessible to all.

aiga.org/about.



The entrance of the exhibit at AIGA
Photography by Donnelly Marks