



THEN A0

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IN ASSOCIATION WITH
THE NARROWS
MELBOURNE VIC, AUS

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"Warren, I'm just replying to your Then A0 paper, poster project. This is an enormous piece of paper; 84cm x 118cm. Is that right? Um, well I'm interested but this is too big for me. If I've got it wrong - how many sheets of A3 would it be?" - John Nixon, telephone message April 2007

A0 is 84.1cm x 118.9cm. Conventions of industrial production have defined creative scope. Technology has stylised graphic art. Images and artefacts have merged and low cost production methods provide a surplus of indifferent image making;

- + design
- + fashion
- + antiquity
- + popular culture

The [re] production process diverts the medium to subject matter. Imitation, distortion, adaptation and piracy have inadvertently materialised as a dialogue between artists working outside the conventions of their training, ritual of their practice and professional ethos, which all venerate originality and creative departures, if not genius.

It is important and possible to reverse this dynamic.

The Narrows is a space in Melbourne CBD which periodically explores graphic design in the context of artistic interpretation.

Warren Taylor, May 2007