The Graphic Language of Neville Brody

Exhibition 3 July- 31 July 1988
Admission free

Neville Brody is, at 31, one of the most highly regarded graphic artists of his generation. His innovative approach, especially in his work for magazines has had an enormous influence on the impact of visual communication.

During the seventies, Brody studied at London College of Printing, an institution which has a reputation for purity and strict adherence to commercially orientated solutions to design problems. In contrast, Brody's interests at this time were iconoclastic; art movements such as Dada, Constructivism and Futurism, and more immediately the emergence of punk as a catalyst for the sense of exclusion and need for self-expression felt by his contemporaries.

Music being the central means of expression for Punk, Brody's initial work on graduating was for independent record companies, which was also the area where he was given the freedom to experiment. The closeness to his own thinking of many of the bands he designed for enabled Brody to integrate the record sleeves in a way which was an extension of the music rather than a mere illustration or promotion.

Brody's artwork for *The Face* magazine necessitated a shift of emphasis from primarily image-based design to the dynamic and highly creative use of typography which was to become the most imitated aspect of his output. He designed a succession of hand-drawn typefaces and graphic symbols for the magazine, many of which evolved from issue to issue.

By constantly experimenting and changing the magazine's style, Brody successfully subverted the notion of 'correct' design. Ironically this protean approach has itself become a tradition.

For his most recent magazine project *Arena*, Brody has produced a less declarative more neutral style which still uses type and image to great effect.

The Graphic Language of Neville Brody was originated by The Victoria and Albert Museum, London and produced for the Museum's Twentieth Century Gallery by Garth Hall Associates who have also produced The Fruitmarket exhibition.

the Fruitmarket Gallery

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