



PUBLICATION
CONTEXT

Print
Martin Kippenberger

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END PRODUCT

kippenberger deluxe

Martin Kippenberger, an artist who gained a large cult following, was known to deface his own paintings with stickers and to stripe-poster promotions for his shows. For an exhibition of his work at Nyehaus, a new art space in New York, curator Tim Nye enlisted the print design studio Helicopter to create a catalog that would capture this sensibility.

Josh Liberson and Ethan Trask, the partners at Helicopter, wanted “a less precious

approach to an art catalog.” Fittingly, the set accompanying the exhibition comes complete with its own “guerrilla marketing kit.” It also showcases a Pop-art refinement: “Kippenberger’s work has a lot of delicacy and beauty of happenstance,” says Trask.

The wafer-slim cardboard portfolio houses two softcover books with dust jackets of strident orange and green; it features coated and uncoated papers, delicate foil-stamping,

matte film lamination, a variety of varnishes, two oversized posters, and one (ironic) sticker. “Tim Nye is a great client because he always wants to push things further,” says Trask. “We would start to say, ‘What if we tried . . .’ and he’d just say: ‘Creat.’”

ANGELA VOULANGAS

RESOURCES

HELICOPTER: helicopter.com • NYEHAUS: nyehaus.com • ODDI PRINTING: oddi.is

NICE PAD

The three-color corrugated portfolio is pad-printed, a process similar to silk-screening.

GUERRILLA ART HOMAGE

The kit includes two large (26.4" x 37.5") posters and a bumper sticker. The package can serve as its own display stand.

TRIANGLE TROPES

A delicately embossed foil-stamp triangle, a shape that makes reference to the artist's work, runs across both catalog covers.

ICELAND'S FINEST

The set's immaculate production is due in part to the exceptional work of Oddi Printing of Reykjavik, Iceland. The printer is probably best known for producing the literary journal and books published by McSweeney's. “When I first heard about them,” says Liberson, “I really did think it was a joke.”

SNORRI SAYS

When Liberson arrived at Oddi Printing in Iceland for the press check, the box design had not been settled. After discussions with Snorri, the box engineer, Liberson decided on a folding attaché design with extended flaps that “continues the process of revealing” the books even after the portfolio is opened.

STYLE SHEETS

The catalogs use four-color printing on coated and uncoated paper. The full-bleed covers are overlaid with matte and gloss varnishes.

