

# WHOLE IS GREATER THE SUM OF



# GREATER THAN ITS PARTS

*"Procesas 2007", the project, initiated by the company "MAP/Antalis", has ended. The result is a catalogue with the best works of Lithuanian graphic designers of 2007.*

*"Idea" company created the catalogue design and website. Members of the jury shares their thoughts regarding "Procesas 2007".*

**Migle Kruciute-Babickiene ("MAP/Antalis" marketing director, a member of the jury):**

"We wanted to create something new and original, which would let potential clients see all the best examples of Lithuanian graphic design, while designer could show everything good they have created.

We see beautiful and glamour works, but there never was a publication joining them all. This catalogue lets us see the tendencies, style, face of the overall Lithuanian graphic design. The only condition to participate in this project was to have real works with real customers. After that the authoritative jury chose the ones that were the best in their opinion.

What could I say about the style trends? I notice that customers' requirements towards Lithuanian designer have decreased. For example, not long ago too much attention was paid to the paper quality and design of annual reports. Now temperance and modesty dominate, people spend less money on such reports. I dare to say that too strong thrift can have a negative effect on the company image."

**Darius Juodka ("MAP/Antalis" technical consultant, a member of the jury)**

"Young Lithuanian designers are creative enough, but the essential "filter" of ideas are customers. Project budgets mean a lot, so designers are often forced to look for optimal solutions to meet the clients' (and consumer's) expectations. I can wish the designers get rich educated customers who could let them implement the most original ideas."

**Audrius Klimas (Professor of Design Department in Vilnius Academy of Arts, a member of the jury)**

"Procesas 2007" is a really interesting and successful project that interested Lithuanian community of graphic design, that's why it received so many works. I hope that the chosen works in this representational catalogue will look even better: a lot depends upon the paper and press quality; often it adds extra value to the design. There are some really special works in the catalogue. Some of them could be gems in the majority of design catalogues over the world. On the other hand, a good design doesn't necessarily have to shine. It should reflect a certain idea and values; it is connected with branding. Graphic design is a powerful tool for increasing sales.

In general, it's possible to see what issues Lithuanian design is dealing with currently, what trends it includes. It's clear that customers that have certain visions of design, beauty and functionality, form the design style very often in Lithuania. Some customers give more freedom for designers, others are stricter. There are few projects

that really reflect the designer's personality. But design is just like that: a subject where problems dictate solutions, not vice versa.

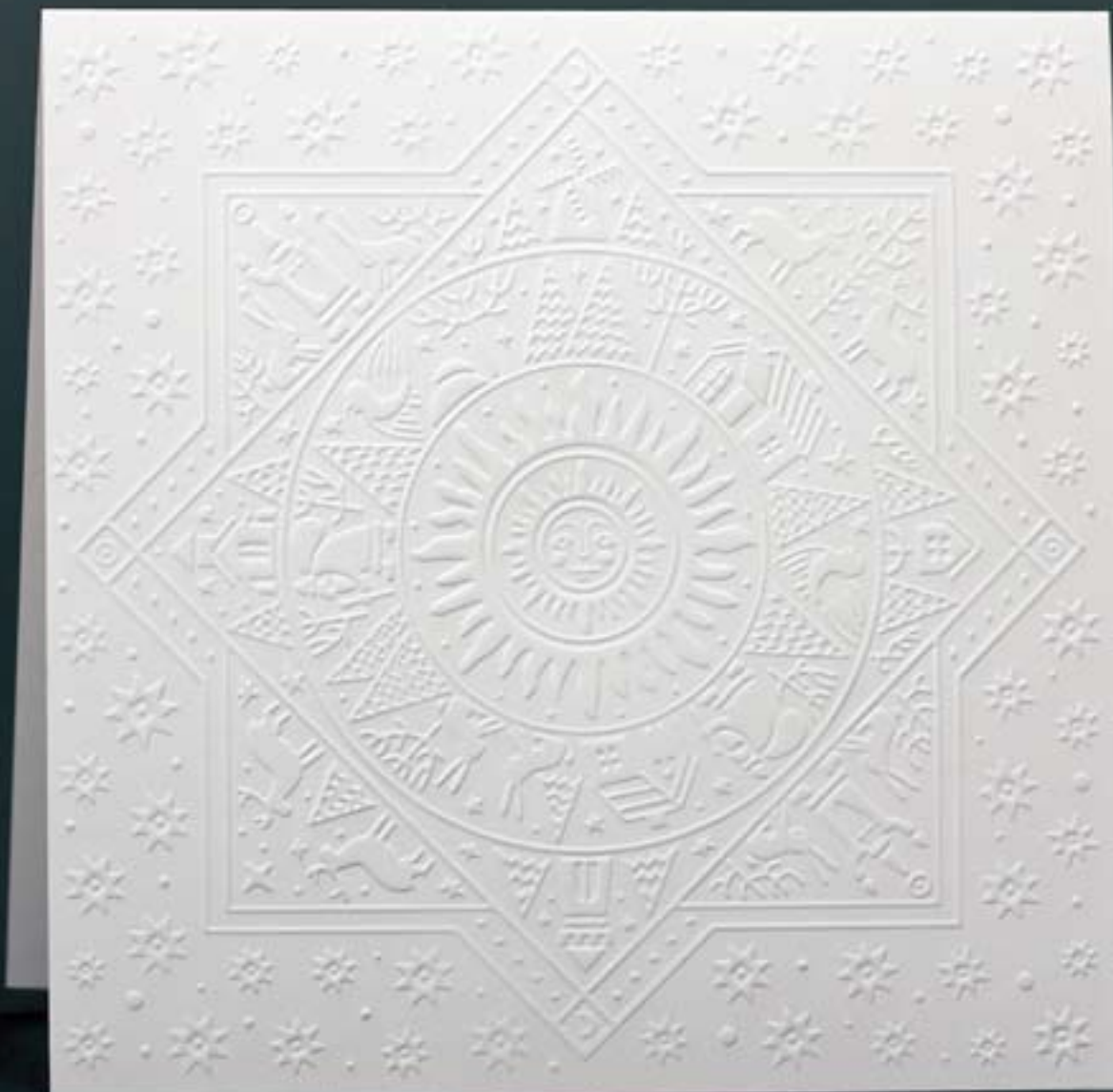
The publication of this catalog is a great thing, because there are practically no publications covering works by Lithuanian designers. This is why we can only congratulate this initiative.

**Marius Kasperavicius ("Design Hotel" creative director, a member of the jury):**

"Process doesn't carry any preconceptions, so there are many ways to develop. If this project is continued, I'd like to see more different "processes" of design in Lithuania, i.e. I'd like to see more design versatility. Design, carrying a perception of "process" means never-ending development and improvement. We need time to evaluate the results. Only after some time, when we look back, we'll be able to say how good we are (or were) in fact."



*Christmas card  
Client: "Sergita"  
Design by "Tisena design"*



*Christmas card  
Client: "Registru centras"  
Design by Gediminas Leonavicius*





*Gift set  
Client: Embassy of the Republic of Lithuania to Russia  
Design by Kristina Zalnierukynaite*



Set of postcards  
 Client: "Vilnius - European Capital of Culture 2009"  
 Design by Inga Pakstaite & Mindaugas Jokubauskas (Design studio "Fonografika")

CD with Cardboard Sleeve  
 Client: "Vilnius - European Capital of Culture 2009"  
 Design by Agne Dautartaitė (Design studio "AD design")





Christmas card  
 Client: "Not Perfect/Y&R"  
 Design by Giedrius Grigonis,  
 Irmantas Savulionis, Aleksandrs  
 Betins ("Not Perfect/Y&R")



Promotional leaflet  
 Client: "Effigy"  
 Design by "Adell Taivas Ogilvy"