

Alexander Egger

I am talking about the interforms of communication / the interstages of thought / I am talking about the interculturalities of emotion / why should not that be the only world.

Inger Christensen: Det, 1969

Alexander Egger is a graphic designer, illustrator, concept developer, artist, writer, publisher of zines and musician. He is working in different media on a range of cultural and commercial projects for either very small or very big clients such as Adidas, Baden Württemberg Tourismus Marketing, Designforum Wien, Technisches Museum Wien, BMW, departure Kunst- und Kulturförderung, evolve, BIG Bundesimmobilien-gesellschaft, Siemens, Sony, T-Mobile, Futurehouse Vienna, Design Austria, Vienna City Hall, Bundesministerium für Arbeit und Wirtschaft, Austrian Railways (ÖBB), Rote Laterne.

Alexander Egger is currently living and working in Vienna and sometimes elsewhere.

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Alexander Egger

Selected Projects

Publications

Books

2008

Tomorrow the Future Will Be Different
Than Today

Monographic limited edition book, 240 pp., Rojo Editions (Barcelona, Spain)

2009

Satellites Mistaken for Stars

Monograph, 184 pp., ISBN: 978-3-940393-16-6, Rupa Publishing (Munich, Germany)

We Have No Scar to Show for Happiness

Book, 180 pp., ISBN: 978-39403931-7-3, Rupa Publishing (Munich, Germany)

1+1=3

Catalogue, 136 pp.

2010

Scientists Say Until 1964 Mankind Will
Live Permanently on the Moon

Book project, 210 pp., (upcoming)

Wenn alles gut geht, wird es nur noch
schlimmer.

Book, 44 pp., limited on 50 copies
(selfpublished)

Work featured in books (excerpt)

2007

360° Design Austria #1 - Artificial
Atlas of Austrian Design (Vienna,
Austria)

2008

Semi-Permanent 08 Book
(Sydney, Australia)

LOGO-Art: Innovation in LOGO Design (by
Charlotte Rivers, Rotovision)

Artwork for Downloadable Music (by
Charlotte Rivers, Rotovision)

Lemon Poppy Seed: Multitasking Creati-
vity, ISBN: 978-3899552102 (dgv - Die
Gestalten)

A Book of Postcards (by Fl@t33, Lau-
rence King Publishing)

Crack: World New Graphic Design

2007/2008 (Dalian University of Techno-
logy Press, China)

Hungry Design (by Pierre Guitton, Index
Book)

Italian Identity: Brand and Applica-
tions (Red Publications)

Package Design in Italy: Phase Two (Red
Publications)

Just For You (by Pablo Correria, Index
Book)

100% European Graphic Design Portfolio,
ISBN: 978-9812457318 (Sandu Publica-
tions, China)

Grafuck 4 (Culver City, USA)

1000 000 Package Designs: A comprehen-
sive guide to packing (by Grip, Chicago
(Quayside Publishing)

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Selected Projects

Work featured in books (excerpt)

2009
Inspirational Promotion (LST Publishing House, Liaoning, China)

Communicate Design (LST Publishing House, Liaoning, China)

Graphic Design Inspirations, ISBN 978-3-86654-075-0 (daab publishers, Germany)

Semi-Permanent 09 Book
(Sydney, Australia)

For a good cause (Index Book, Barcelona)

The Big Book of Self Promotion
(Crescent Hill Books)

Packaging Identity (by Pierre Guitton, Index Book, Barcelona)

Wine and Champagne - Visual Impact (by Pedro Guitton, Index Book, Barcelona)

DESIGN AND DESIGN BOOK OF THE YEAR
(by Mark Praquin, Design and Design, Paris, France)

Basic Logos (Index Book, Barcelona)

Europe by Designers (HUG United, Cannes, France)

Series Packaging (Liaoning Science and Technology Publishing Group, China)

VI System (Liaoning Science and Technology Publishing Group, China)

New Packaging (Sandu Cultural Media, Guangzhou, China, ISBN 978-988-18058-7-4)

My Own Businesscard
(Index Book, Barcelona)

A Tribute to Typography (by Pierre Guitton, Index Book, Barcelona)

Designing For The Greater Good (Crescent Hill Books)

Really Good Packaging Explained: Top Design Professionals Critique 250 Package Designs and Explain What Makes Them Work. Rob Wallace, Bronwen Edwards, Marianne Klimchuk and Sharon Werner (Rockport Publishers)

2010
Graphic Design for Less by Traffic (Rotovision)

Logo DNA (Rotovision)

Basic Pack (Index Book, Barcelona)

Music Covers (MONSA Publications, Barcelona)

Alexander Egger

Zines

2007

People who make noise are dangerous
Zine, 40 pp., Independent Publication
(Vienna, Austria)

Places to go, people to see, things
to do

Zine, 52 pp., Independent Publication
(Vienna, Austria)

Many people would never fall in love if
they didn't hear so much about it

Zine, 48 pp., Independent Publication
(Vienna, Austria)

In the Long Term We are All Dead

Zine, 36 pp., Independent Publication
(Vienna, Austria)

Sex Is Nostalgia for Sex When Once It
Was Exciting

Zine, 36 pp., Independent Publication
(Vienna, Austria)

But the sun likes me

Zine, 36 pp., Independent Publication
(Vienna, Austria)

Buildings, not homes

Zine, 36 pp., Independent Publication
(Vienna, Austria)

Why can you smile while you talk
bullshit

Zine, 48 pp. Independent Publication
(Vienna, Austria)

1984 was an extremely boring year
Zine, 40 pp. Independent Publication
(Vienna, Austria)

Notes on unexpected feelings after the
resumption of bodily relations
Zine, 32 pp., numbered and signed, In-
dependent Publication (Vienna, Austria)

The top is just the bottom in reverse
Zine, 36 pp., Independent Publication
(Vienna, Austria)

Beautiful images of horrible deaths
Zine, 36 pp., Independent Publication
(Vienna, Austria)

2008

Everybody has some exciting projects
going on
Zine, 24 pp., Independent Publication
(Vienna, Austria)

Drawing Down

Zine, 24 pp., Independent Publication
(Vienna, Austria)

Weather observations

Zine, 36 pp., Independent Publication
(Vienna, Austria)

The woman who thinks like a slaughter
horse

Zine, 32 pp., Independent Publication
(Vienna, Austria)

2009

The Ono Series

2 zines, 24 and 28 pp., Independent Pu-
blication (Vienna, Austria)

If we could synchronize our heartbeats
for just one single heartbeat

Zine, 44 pp., Independent Publication
(Vienna, Austria)

If you move I will fall into the hole
in the view

Zine, 32 pp., Independent Publication
(Vienna, Austria)

Things mistaken for UFOs

Zine, 32 pp., Independent Publication
(Vienna, Austria)

Alexander Egger

Magazine features and interviews

2006

Page Magazine (Germany)

2007

IdN Magazine: Ornament and crime (Hong Kong, Sydney)

Grafik Magazine (London, UK)

Territory Vol:8 - The Art of Artificial (Singapore)

Zupi (Sao Paolo, Brasil)

Novum (Munich, Germany)

Computer Arts (Bath, UK)

XFuns (Taiwan)

CO&CO Magenta; CO&CO Yellow; CO&CO Black (Gelsenkirchen, Germany)

ZA!revue (Milano, Italy)

Design 360°- Concept and Design Magazine (Guangzhou, China)

FM4 (Austrian Broadcast)

Five to Nine Magazine Issue 7 (Minnesota, USA)

Five to Nine Magazine Issue 8 (Minnesota, USA)

2008

die nacht (Trier, Germany)

Smilefaucet DVD Magazine (New York, USA)

Castle Magazine (Germany)

busta (Rome, Italy)

Crafty (Melbourne, Australia)

Zupi (Sao Paolo, Brasil)

Absinthe: New European Writing

Pseudonym#3 (Old Portsmouth, UK)

The One & Only Art zine 002 (Hong Kong)

ROJO@sieval: beautiful stains (Barcelona, Spain)

ROJO@gumbo: instant magic (Barcelona, Spain)

Zapping: Radio 1 (RAI, Italian Broadcast)

2009

Avant Magazine (Argentina)

@ocho: número atómico (Barcelona, Spain)

O2 Magazine (Beijing, China)

Slanted (Germany)

GRAPHIC #11, Ideas of Design exhibition (Seoul, Korea, ISSN 1975-7905)

Other Projects

ROJO@walls

A limited edition of offset art prints (Barcelona)

B.I.O. button badge series 7 (Stereohype, a FL@33 Project)

Papergirl #4

(Papergirl, Berlin, Germany)

Alexander Egger

Editorial contributions

2004

+rosebud: Action (Vienna, Austria/
Nuremberg, Germany)

2005

+rosebud: Mystery (Vienna, Austria/
Nuremberg, Germany)

2006

Katalogue XXL (London, UK)

2007

d[x]i Magazine: Rural (Valencia, Spain)
d[x]i Magazine: Trash (Valencia, Spain)

BOB Magazine (Graz, Austria)

2008

d[x]i Magazine: Hysteria (Valencia,
Spain)
d[x]i Magazine: Social (Valencia,
Spain)

How to cooperate with your designer
(the cradle lab, Graz, Austria)

2009

+rosebud: Humour (Vienna, Austria/
Nuremberg, Germany)

d[x]i Magazine: Horror (Valencia, Spain)
d[x]i Magazine: Light (Valencia, Spain)
d[x]i Magazine: Black (Valencia, Spain)

Gudberg Magazine #8: Why/Why not; Pro-
blems, still unsolved (Hamburg, Germa-
ny)

Book Design

2008

360° Design Austria #2 - Artificial
Atlas of Austrian Design
176 pp., edited and published by
designforum (Vienna, Austria)

2010

Dokument
402 pp., edited and published by
designforum (Vienna, Austria)

Sissa Micheli - One for All

284 pp., (Vienna, Austria)

E-Magazine features and interviews

2006

Spunk Magazine (Singapore)
Moluv

2007

Newwebpick: Designers' Ten Commandments
(E-magazine No.10, Hong Kong)
Kino Magazine (Portugal)
Bastard #10 (Germany)
Digitalthread (permanent collection)
Shift (Japan)
Computerlove
Dazed digital (UK)
Pixelsurgeon
Netdiver
Design Is Kinky (Australia)
AustralianInFront (Australia)
Godote (Indonesia)
Designflux (Corea)
Surfstation
BD4D
Lounge72
Aisleone
Arkitip (USA)
Manystuff (France)
You the designer
Visualblog (Germany)

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2008

calabrial64: Civilization (Spain)
moloko+ Magazine (Russia)
Stone Magazine (Germany)

2009

Nordic Design Blog
Addicted to snow

...

Alexander Egger

Selected exhibitions

Solo shows

2007

How long have I been fainted
(Pilotprojekt, Graz, Austria)

Fuck up everything before you plan on
slowing down (Street Art Installation,
Vienna, Austria)

2008

Parole sospese
(SBLU Gallery, Milan, Italy)

I wish you would wake up. You look nice
when you're sleeping and dreaming but
you're kind of a mediocre conversation
partner. (Permanent Gallery, Bruneck,
Italy)

Group shows

2002

(Co)Operating Systems (MAK, Vienna,
Austria / as part of Nofrontiere)

2006

360° Design Austria (designforum,
Vienna, Austria / as part of
Nofrontiere)

2007

Synth Eastwood (Dublin, Ireland)

Katalogue XXL (Trafalgar Hotel, London)

Contemporaneamente (Mediateca Comunale,
Ceccano, Italy)

2008

First Impressions Last (Umber Studios,
Minneapolis, USA) (catalogue)

Growth (Shoplift Gallery, UK)

Division (Shoplift Gallery, UK)

Recorded: Landscapes and Politics of New
Media (Pecock Visual Arts, Aberdeen,
UK) (catalogue)

Place It: Thirteen story settings in
Bolzano public space (Lungomare, Mani-
festa7 Parallel Event, Bolzano, Italy)

trip (Foto Forum Gallery, Manifesta7
Parallel Event, Bolzano, Italy)

Nuova Voce (Fondazione Giorgio Correg-
giari, Bari, Italy)

Katalogue (Oscar Niemeyer Museum of
Contemporary Art, Curitiba, Brasil)
(catalogue)

2009

Delicate Nature (12.03.-13.04.09, Kal-
pany Gallery, Milan, Italy) (catalogue)
Número Atómico (18.03.-30.04.09, Barce-
lona, Spain) (catalogue)

@out 3ª Mostra Internacional d'Art Urbà
Publicitari (3 billboards, 8x3 m, Bar-
celona, Spain) (catalogue)

Grafuck (Gallery Nucleus, Los Angeles,
USA)

MINI MINI (Push Gallery, Phoenix, March
6th; Cartel Coffee/Art Gallery, Tempe,
Arizona, March; Conspire Art Gallery in
Phoenix, Arizona, April)

Laternophon (Visuals, feb 08th 2009,
Weltcafé, Vienna)

Was braucht die Welt (Forum Mozart-
platz, Vienna) (catalogue)

Schönste Bücher Deutschlands, Österrei-
chs, der Schweiz und der Niederlanden
2008 (360° Design Austria #2, 12/2009
bis 02/2010, Bücherei am Gürtel,
Vienna)

Alexander Egger

Selected exhibitions

Group shows

2010

Art Zines Show (D21 Kunstraum Leipzig,
Leipzig, Germany)

It's a kind of magic. Mystifizierung und
Demystifizierung im Kontext der Künst-
lerpublikation seit 1960, with Paper-
girl (Weserburg, Bremen, Germany)

Salon für Kunstbuch. An Artwork as
Enterprise. (Bernhard Cella, curated by
Nini Palavandishwili, Brigitte Schöp-
ner, Barbara Steiner, Galerie für Zeit-
genössische Kunst, Leipzig, Germany)

Papergirl (Passagegalerie des Künstler-
hauses Wien, Austria)

Permanent collection

Kunstabibliothek der Halle 14,
Leipziger Baumwollspinnerei

Alexander Egger

Installations

2002

Exploring UMTS, Sensedesk (Futurehouse Vienna, Austria)
Interactive desk with movable haptic objects

2004

Big Bang (Semperdepot, Vienna, Austria)
Mobilè of 26 levitated sails in different shapes with projections

2005

Interactive desk (designforum, Vienna, Austria)
6x2 m desk with sensors for 6 persons acting independently and influencing at the same time together the visual appearance of the desk

2006

Adidas Brandbroadcast and Orientation System (Adi Dassler Brand Center, Herzogenaurach, Germany)
120 m projection wall

360° Design Austria (designforum, Vienna, Austria)

Exhibition design; interactive rotatable hexagonal prisms with projections

Re:Cycle (designforum, Vienna, Austria)
Exhibition design

2007-2008

Food Design (designforum, Vienna, Austria / Landesmuseum Graz, Austria)
Exhibition design

Music

2000

Waiting for J.: A Bluffers Guide to Pop,
Independent release, limited on 10 copies

Improvised and unrecorded live plays in the basement room, Vienna

2000-2007

Several fieldrecordings

2005-2007

The day I have been nowhere/everywhere
Recording project on cassette tapes

2007

As Egg Sander: Lyrics for Sebastian Seeberg: Music for Car Crashes

2009

UPNER: Do you think it will be different once you've gone through
Guitar cable manipulations (upcoming)

UPNER: What you don't understand can mean anything

Fieldrecordings (upcoming)

Reviews and interviews (selection)

www.hdschellnack.de/?p=3655
www.nordicdesignblog.com/archives/4044
www.typeer.de/beitrag/Kuenstlerinterviews/Alexander-Egger-und-die-Kunstzines/26701/
www.spunkunited.com/v2/alexander.html
<http://www.addictedtosnow.net/index.php?id=347>
www.slanted.de/eintrag/satellites-mistaken-stars

Gallery / online

Shoplift Gallery (London, UK)
www.shoplift-gallery.co.uk

Guapopo (Barcelona, Spain)
www.guapopo.com

Alexander Egger_____

Propaganda

Explaining the output of somebody on the basis of the biography would be short-sighted, ineffective and would't do justice to the complexity of life and its environmental conditions.

Nevertheless a few insignificant random outlines:

Alexander Egger lives the first third of his life on the sunny Italian side of the Alps in a little village where Ezra Pound used to spend his summer vacation. Until the age of six he was left-hander. In his childhood, he is suspiciously often found playing with building bricks and spends time researching the life of ants sitting for hours on a milk can in the middle of the street. Studies popular culture and its extensions at an early stage in order to stand against it whenever necessary. Shyness and discontentment with his own inadequateness is a strong driving force. He likes white and empty rooms because of the space in which things can happen. Lives therefore since years in the same featureless and nearly empty flat because it's easier to get some rest without pictures on the wall. He is truly impressed when he sees the sea for the very first time at age eighteen. Can't drive even though he has got a driving license. Doesn't like eating, especially not vegetables. Is dreaming frequently of plane crashes lately. Has plenty of useless knowledge about a lot of things nobody is interested in. Likes people sometimes.

He is not easily impressable but can fall in love with certain incidental movements which are not intended for somebody. Loves the phase between sleep and alertness when thoughts and images come to one's mind from nowhere in a half aware accidental order compounding to strange combinations. Reads mostly 4 or 5 books at the same time and in a fast rotation.

In 1995 he went to Milan, Italy, and creates, among other objects, a number of dustbins. Meets quite a few interesting bands there just before their first big album release. He is still convinced of being personally responsible for their lack of commercial success because of album covers he designed for them. Yet he still believes design must never be art.

Goes to Vienna in 1998 where he still frequently steps into dog shit because of his habit of walking about with his head in the clouds. Stumbles into the advertising business by mistake. After two years at Lowe GGK he starts working excessively for Nofrontiere Design as art director and head of the design department.

Writes and played music with the band: Waiting for J. for some time and starts record label: Arm the Lonely in 2006 to establish a platform for music conceived to occur in banal surroundings.

Alexander Egger_____

Useful links

www.rupa-publishing.com
Publisher of: Satellites Mistaken for Stars

www.rojo-magazine.com
Publisher of: Tomorrow the future will be different than today

www.youworkforthem.com
Online shop and distributor of zines

www.dienacht-magazine.com
Online shop and distributor of zines

www.dxi-magazine.com

www.katalogue.net

www.pilotprojekt.at

www.peacockvisualarts.co.uk

www.lungomare.org

www.d21-leipzig.de

www.stereohype.com
B.I.O. button badge series 7