

Press information

Sagmeister & Walsh provide the creative stimulus for the Zumtobel Group artistic annual report

The New York design studio Sagmeister & Walsh has designed the 27th edition of the artistic Zumtobel Group annual report. While the publications from the last few years were mainly realised in cooperation with select partners from architecture and art, this latest version draws inspiration from the world of graphic design.

Dornbirn, 23. August 2018 – The [2017/2018 artistic annual report](#) from the [Zumtobel Group](#) brilliantly captures the interplay between light and shadow by using a series of typographical phrases. The art book has been put together by multidisciplinary graphic designer Jessica Walsh from the renowned [Sagmeister & Walsh studio](#). The publication was presented for the first time at the Zumtobel Group's Annual General Meeting on 27. July 2018.

“The young designer Jessica Walsh caught our eye with her visual presentations on social networks and really inspired us with her creativity. We could sense a young and modern dynamic in her work, which we then wanted to incorporate into the company. We are delighted that we were able to convince her to design our art book and we would like to thank Jessica and her team for their intensive work with the subject light. The result is a unique interpretation from the world of graphic design that also expresses the creative philosophy of Jessica Walsh, who tries to touch people emotionally with her work and make them think in a different way,” explained **Karin Zumtobel, Head of Culture & Arts, Zumtobel Group**.

Typographical phrases play with light and shadow

A collection of 20 typographical and socially critical A4 artistic cards forms the centrepiece of the latest annual report. Jessica Walsh created these as part of a detailed analysis of the artistic interplay between light and shadow. Each card features specially configured typographic phrases that fuse critical thinking with a subtle touch of humour, encouraging readers to pause and reflect. “I am interested in creating emotionally engaging, concept-driven work that is embodied in beautiful forms. I always try to approach the process in a playful way, with a sense of humour,” explained artist Jessica Walsh when asked about her creative philosophy. The special large A3 format and the authenticity of the colours add a further dimension to the book, which uses an elegant binding to hold the individual artistic cards in place.

About Sagmeister & Walsh

The New York studio was founded by Austrian graphic artist, storyteller and typographer Stefan Sagmeister, who is famed for his prestigious work with the Rolling Stones, The Talking Heads, Lou

Reed, Jay Z, Aerosmith and Pat Metheny, The Guggenheim Museum, HBO and Levis. A studio partner since 2012, Jessica Walsh is an award-winning multidisciplinary designer whose work is defined by a fine level craftsmanship that combines painting, photography and digital illustrations.

Collector's items – the artistic book series from the Zumtobel Group

It is 27 years since Russian architect and designer Mikhail Anikst designed the first artistic annual report for the business year 1991/1992. Initiated by Jürg Zumtobel, the then CEO and current Chairman of the Supervisory Board of Zumtobel Group AG, this rich tradition is now continued by Karin Zumtobel. The core philosophy behind this series of art books has always been to demonstrate the company's close connection to art and culture at group level, crafting a design language that transcends the individual corporate image guidelines of the acdc, Thorn, ThornECO, Tridonic, ZGS and Zumtobel brands.

In line with this thinking, a wide range of personalities from the company's extensive network has been invited over the years to shape the annual report with their individual ideas, showcasing their own unique approach to the topic of lighting and the business of the Zumtobel Group. The result is a series of unique and elaborate pieces that have now become collector's items. Alongside graphic designers like Italo Lupi, Neville Brody, Per Arnoldi and Stefan Sagmeister, who began the artistic collaboration, a number of prominent artists such as Gerhard Merz, Siegrun Appelt, Olafur Eliasson, Anish Kapoor and James Turrell and architects like Dominique Perrault, Hani Rashid / Asymptote, François Roche / Studio R&Sie(n), Sejima Kazuyo and Ryue Nishizawa / SANAA, David Chipperfield / DCA, Kjetil Thorsen / Snøhetta, Elizabeth Diller / Scofidio and Renfro and Yung Ho Chang / Atelier FCJZ have put their creative stamp on the annual report.

Information

Download the 2017/18 art book as a PDF

https://www.zumtobelgroup.com/download/ZG_Sagmeister_Walsh_Corporate-Book_screen.pdf

A look back at all the previous Zumtobel Group annual reports:

<http://www.zumtobelgroup.com/de/2672.htmhttps://www.zumtobelgroup.com/en/2672.htm>

Download artistic cards as PDF

https://www.zumtobelgroup.com/download/ZG_Sagmeister_Walsh_Art-Prints_screen.pdf

Captions:

(Photo Credits: Zumtobel Group)

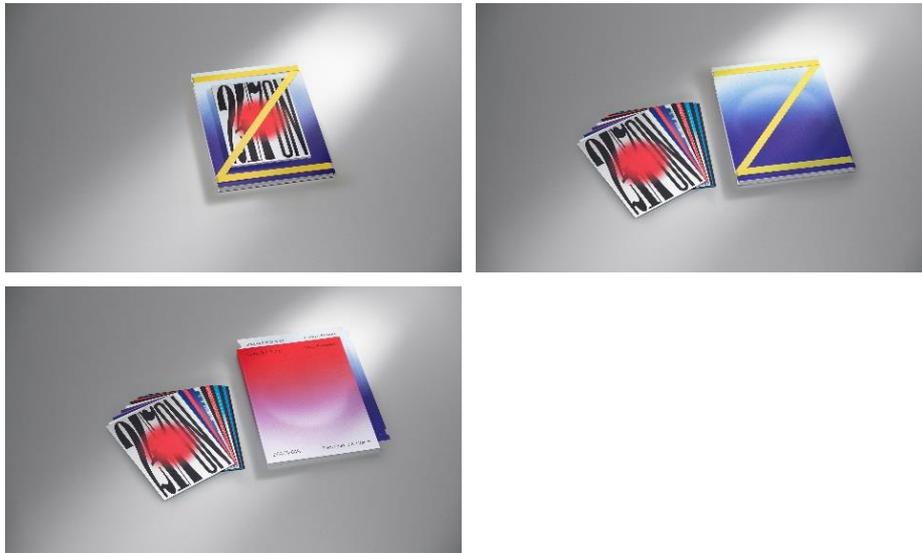


Bild 1: The 2017/2018 artistic annual report from the Zumtobel Group brilliantly captures the interplay between light and shadow by using a series of typographical phrases.

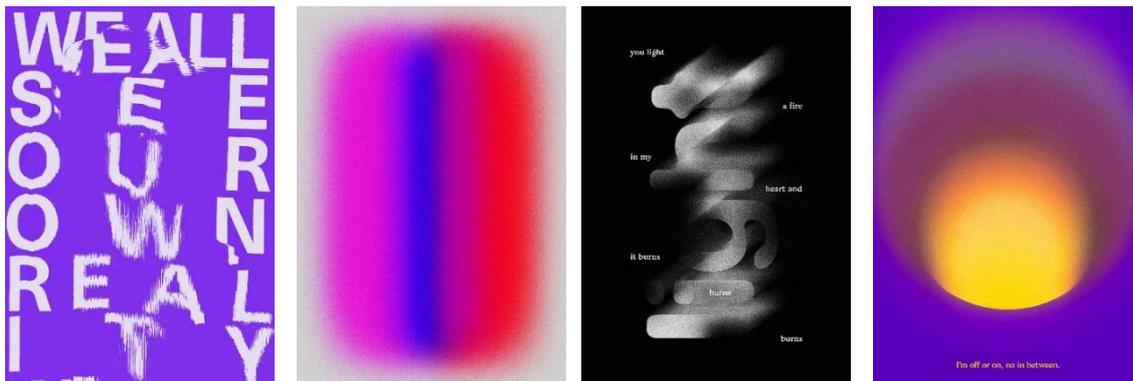


Bild 2: A collection of 20 typographical and socially critical A4 artistic cards forms the centrepiece of the latest annual report.



Bild 3: The New York design studio Sagmeister & Walsh has designed the 27th edition of the artistic Zumtobel Group annual report.

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About Zumtobel

We are passionate about designing and producing the highest quality of light. Our work is driven by the knowledge that the right light can create the right environment for people to thrive when tailored to their individual needs. Guided by a unique design approach, we continuously push our boundaries in search for perfection through unique and timeless design. As we develop the next generation of lighting, we build on our family heritage to refine the aesthetics of light and shape the lighting of tomorrow. With a special blend of passion, grace and avant-garde ideas, we turn light in to an experience and remain committed to the goal of improving the quality of life through light. Zumtobel is a brand of the Zumtobel Group AG with its headquarters in Dornbirn, Vorarlberg (Austria).

Zumtobel. The Light.