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modern  
elegance

ME

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# NOMADIC LIFE

AT SEA IN VALENCIA  
NAVIGATING THE AMERICA'S CUP

PLUS: SANTIAGO CALATRAVA |  
CRISTOBAL BALENCIAGA |  
CREATIVE INKLUDE |  
SNEAK PEAK AT NEXT SEASON'S KEY PIECES |



# BATTERIES DEFINITELY INKLUDED



Duncan Bone tracks down the four creative brains behind Inklude, one of Valencia's up-and-coming and most innovative design studios.

Over the past decade or so, design studios have had to evolve themselves once again. This time to keep up with yet another technological breakthrough – the internet. The new way for consumers to interact with products and each other has become what is known as 'New Media'. This new form of communication was given a very well-respected welcome by some and a not so comfortable one by others.

While most traditional design studios still cover anything from typography to traditional graphic design and print layouts, the newer breed caters for all of that, plus the whole multimedia spectrum which covers everything from internet content, motion graphics to interactive installations.

Inklude is one such studio. Based in Valencia, and armed with a very simple and

open-minded approach to design, this new, young studio has managed to stand well above the rest in its hometown and also in the design scene around the rest of Spain. All of the four founding members – Miguel Saiz [telecommunications], Jaime Mulet [communication and audio-visual], Jose Juárez [arts] and Ricardo Lodroño [industrial design] – say that despite their different disciplines, "design is their common dream". Coming together from different backgrounds allows them to explore any given brief through a wider angle. Each of them brings his own expertise to the table, with the final result invariably turning out into an original piece of work, stamped with the Inklude seal of approval. This is the advantage of having four creative individuals working effortlessly together, producing work that is very approachable, but which still carries

a distinctive style, instantly recognisable especially once one becomes more familiar with their work.

Jose Juárez a.k.a. Norman explains: "I was always 'the-one-who-knows-how-to-draw-best-in-class', and throughout the years I went on to develop my passion for illustration and design." He talks about his years of experimenting with graffiti, but his creative restlessness brought him closer to digital art. Here he found a cleaner and more precise way to work, with the added ability of amending his work as often as it required and also a much easier way to spread his work online.

"When I had to decide about my future I didn't want to study at Bellas Artes [Pure Arts

ABOVE: JESUS CHRIST IMAGE CREATED USING INKLUDE'S GENERATOR SOFTWARE





ABOVE: EXPERIMENTAL ARTWORK WHICH COMBINES INTERESTING ILLUSTRATION WITH A PHOTO OF SOME OF THE INKLIDE MEMBERS.



ABOVE AND BELOW: ILLUSTRATIONS FOR OFFF '06, WHICH WAS MEANT TO TAKE PLACE IN MEXICO. EVENTUALLY ONLY THE BARCELONA ONE TOOK PLACE.



Robotype "Galeria"



Robotype "Galeria"



Galeria

ABOVE: SOME EXAMPLES FROM THE ROBOTYPE GALLERY, WHERE USERS ARE INVITED TO LEAVE THEIR OWN TYPOGRAPHY ILLUSTRATIONS.



Studies at the university], thinking that most of the students there just spent their time smoking at the local bar. Influenced by my parents, I chose architecture instead." After spending his first year working solely on airbrush illustrations, he switched to Bellas Artes. He claims he didn't actually learn much there, but it was the best place where he would have full access to equipment that he wouldn't have found anywhere else.

Ricardo had the same ideas about studying Fine Art. "If you study Bellas Artes you will starve and you will end up painting on the streets." This is what convinced him to choose industrial design instead. While at university, the opportunity to look at new work from graphic and interactive designers from all over the world inspired him to get into this field.

Jaime, on the other hand, only discovered graphic design towards the end of his audio-

to come together and within months Inklude was formed on May 1, 2003.

Soon after, Miguel decided to join the team after some persuasion from his friends. The only missing element in Inklude was a programmer's work, so Miguel took up the challenge and within no time he was creating some of the basics needed to build the very first Inklude website.

One of the main projects that introduced Inklude to a wider audience was Robotype. "Paco Bascuñán asked us to collaborate with him in the creation and development of an interactive piece within Die Scheuche Märchen – a children's story first published in Merz 14/15 magazine, in 1925." The final exhibition was a success, and the piece also featured at this year's OFFF – one of the design calendar's highlights held every year in Barcelona, where designers from all over the globe congregate to view some of the best works. What the team

create his own illustration using typography. In all its simplicity, Robotype was a huge success, with hundreds going online and leaving their own little mark using this simple tool. Undoubtedly, this also generated interest from potential clients, making Robotype the most successful project for Inklude, on several different levels.

The boys behind Inklude are aware of the ever-changing world they form part of. They enjoy what they do and, whether a project is a personal, interactive experiment or one commissioned by a client, they apply the same amount of love and philosophy. When asked about what's next for this small Valencian studio, Ricardo says, "the answer is to simply keep an eye out for artists, illustrators, filmmakers, musicians and mathematicians, as there has never been a better time where technology has brought all this together to