

Presented by  
The Factory Space  
CREATE and ICAD  
and supported by the  
Embassy of the Kingdom  
of the Netherlands  
The Arts Council  
NCAD Gallery

Exhibition  
**Reza Abedini**  
26.05.09

Workshop  
**Orientation Lab**  
27.05.09

Lecture  
**Lava + Reza**  
28.05.09

طراحی برای تنوع فرهنگی

# Design for Cultural Diversity

سه روز جستجو  
A Three Day Exploration



26|27|28 May 2009

**Reza Abedini**

**Exhibition — 26.05.09**

**The Factory Space**

100 Capel Street, Dublin 1

**Preview 6:30pm – 8:30pm**

*By invitation only*

*The exhibition runs to Friday 12th June.*

Reza is recognised as a significant innovator in visual communication based on Arabic and Farsi typography, calligraphy and Islamic image culture. He has received many international awards, including the prestigious *Prince Claus Award*, which he received in December 2006. He has been a member of the distinguished Alliance Graphique Internationale (AGI) since 2001 and has been a jury member at several biennials throughout the world. He is listed in Philip Megg's *History of Graphic Design* as one of the world's outstanding post digital designers.

**Opening Times:**

Tuesday - Friday 10:00am - 5:00pm

Saturday 12:00 noon - 5:00pm

[www.thefactoryspace.ie](http://www.thefactoryspace.ie)

Reza  
رضا عابدینی  
Abedini

26.05.09

27.05.09

**Orientation Lab**  
**Workshop — 27.05.09**  
**NCAD Gallery**  
100 Thomas Street, Dublin 8

Presented by **CREATE**  
*The National Development Agency  
for Collaborative Arts.*

Paul Hughes of Orientation Lab — a new multicultural design initiative of Lava Graphic Design and Reza Abedini — will conduct a day long workshop that will focus on how to use design to address issues or audiences that go beyond local and conventional visual frames of reference. The purpose of this workshop is to improve participants' skills in thinking about design work produced for contemporary diverse communities and organisations. It will be of interest to organisations targeted at diverse audiences, NGOs, heads of communication who commission design, graphic designers, visual arts/design academics.

The cost of the workshop is €80 including lunch. Please note places are limited.

To book contact [elaine@icad.ie](mailto:elaine@icad.ie)  
[www.icad.ie](http://www.icad.ie)

# O *rientation* LAB

کارگاه اورینتیشن

*A new multicultural  
design initiative of  
Lava Graphic Design  
and Reza Abedini  
which works to create  
new visual solutions  
that bridge the cultures  
of the Occident  
and Orient.*



## Lava + Reza

Lecture — 28.05.09

The Morrison Hotel

Ormond Quay, Dublin 1

7:00pm

Presented by ICAD, this lecture will explore the work of Lava Graphic Design and Reza Abedini, their individual approaches to creative solutions and their collaboration through Orientation Lab. It will incorporate a Q&A session and will be of value to anyone working in visual communication.

Tickets €20

Students and ICAD members €10

To book contact [elaine@icad.ie](mailto:elaine@icad.ie)

[www.icad.ie](http://www.icad.ie)

## Reza Abedini

Reza is recognised as a significant innovator in visual communication based on Arabic and Farsi typography, calligraphy and Islamic image culture. He has received many international awards, including the prestigious *Prince Claus Award*, which he received in December 2006. He has been a member of the distinguished Alliance Graphique Internationale (AGI) since 2001 and has been a jury member at several biennials throughout the world. He is listed in Philip Megg's *History of Graphic Design* as one of the world's outstanding post digital designers.

28.05.09

Lava + Reza

لاوا + رصنا

## Lava Graphic Design

Lava was established in Amsterdam in 1990. The current directors are founder and creative director Hans Wolbers and strategy director Paul Hughes from Ireland. Lava's foundations began in magazine design and production. They soon became concerned with more than just the form of a magazine but also with its content. This approach to editorial design focused Lava on visual storytelling and led to a dynamic new way of working which influenced their approach to the creation of what they call "dynamic identities".

ICAD