

it you HAVE TO? (you must not have to do anything) do a research on  
research on my posters.

That is how the email started that I received from Michiel  
Schoorman, designer of the horsemove posters  
http://www.horsemove.nl/  
of the horsemove posters.

And yes, I felt that I had to do this research, keeping the long  
mail with demands for the final presentation in mind.  
I hung the two posters I had on my wall, so that everyday I woke  
up/went to bed I had to look at them.

During spring holiday I even dreamed about those bastards.  
To be honest, I don't care about posters that much, I always twist  
my beckon instead what I can see about posters but I always twist  
my theck to see what's on sale at zeeman's than to check out the  
design.

*' In my opinion the poster is at most an attractor, something  
that makes people curious. Quite different from being a carrier of  
information.'*

My starting-point; Don't look at it as a message, look at it as an  
independent work.

*' I find it fascinating that by a simple poster you can create  
effects that would most probably get you burned in the dark ages.'*

That's a thing for sure, all the posters contain some kind of  
ability to give you a headache if you look at them too long. But a  
nice one, one that makes you wonder how he did it instead of ' oh  
yeah if I klick the effects button in photoshop I can do that.'

The thing I remember in the subway is the typography. Hard to  
miss, exually there is nothing but the huge tekst covering the  
paper. What's up with that?

*" I'm learning. The horsemove posters are a platform for me to  
experiment. I'm obligated to myself to design my own type-face. In  
the last 4 posters I use an own letter based on trojan (classic)  
proportions from which the whole poster grows.  
In this series it's important that typography and carrier are  
one. ( So the whole poster is typography and the typography takes  
in the whole poster.)*

Typography is one thing, but my stubborn Frisian mind also still  
wants to read what is on the poster, and when I don't succeed with  
that in a first glimpse I find myself a bit irritated.

*Readability is really not a priority for Horsemove. It's cursing in the  
church! This goes against all Dutch design rules!.'*

*' There is a form that follows the function in a different aria. The  
poster is in the first place an attractor and not a carrier of  
information. To this function (making curious) belongs an own form...  
My form.'*