

Strange at- trac -tors (noun) Encarta Dictionary: English (US)

An unexpected fixed point or state of equilibrium that the behavior of a system is attracted to and tends to imitate.

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A form represented in an abstract mathematical space that corresponds to the evolution of an apparently random system.

Strange Attractors Design

www.strangeattractors.com



'*Strange Attractors Design*' are *Ryan Pescatore Frisk and Catelijne van Middelkoop*.
Strange Attractors "create innovative ideas + solutions to influence culture & commerce"
http://rotterdam.siggraph.org/pages/events_hn.html

"Ryan Pescatore Frisk (USA) and Catelijne Van middelkoop (NL) are the founding partners of Strange Attractors Design, an international studio specializing in typography and (brand (communication for print, motion and interactive media"
<http://www.digitallittlesisterishere.nl/index.php?t=lo&lid=22&umb=1>

STRANGE ATTRACTORS >

“Designers do have the power and responsibility to educate clients.”

“We start by discussing mass customization, individualization, and pluralism as a theme in the contemporary global society/digital era.

Contemporary life is enriched by the diversity of personal choices which communicate our beliefs and interests via clothing,

hairstyle, music playlists, cellphones/ringtones, IM/iChat Icons/Avatars, etc.

Our search for local vernacular and historical content reveals the importance of distinct cultural and/or personal stance and expression.

One common aspect that you will find in most of our work is custom type and typography.

We try to work towards a one to one relationship with all the elements which comprise an end design. This can vary from record sleeves to video's, from books to installations”.

<http://www.aiga.org/content.cfm/strange-attractors-reinventing-the-graphic-vernacular>

Check out the full interview with SA, use the [hyperlink](#) above.

Check out the SA website> <http://www.strangeattractors.com/site/index.html>, to view selected work.



As seen on Platform 21 / Joyriding >

http://www.platform21.com/on_show/

Search engines used for this research >

www.altavista.com

www.google.com

Picture> <http://www.ssahn.com/archives/pic/ryanpescatorefrisk490.gif>

Fonts> Helvetica Neue > Regular > **Bold** > **Bold italic** > **Condensed bold**

Research by >

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