

## About GDFB

The fourth edition of the biennial Graphic Design Festival Breda (GDFB) will be held from 17 to 27 April 2014. The festival explores current developments in the field of graphic visual culture and presents it in the historic centre of Breda. In a surprising and accessible manner GDFB connects the work of international designers with technological development and social context. The festival inspires and confronts more than 15,000 visitors and 75,000 passers-by with the influence of graphic design on their behaviour and opinions.

Confrontations with graphic public interventions and inspiring presentations in galleries and temporary locations show the audience how the next generation of designers deals with graphic design, illustration, motion graphics, data visualization, typography and visual storytelling. Together these interventions, exhibitions, workshops and lectures raise awareness about social meaning of graphic design and the audience's personal relationship to visual culture.

### Theme GDFB2014

Currently there is social unrest about politics, economy, sustainability and well-being. Continuing efforts to increase wealth, systems without transparent monitoring and the influence of technology and the Internet provide new challenges. Challenges that cannot be solved building on the current economic and political systems. We must redesign these systems to reconnect with our environment. It will be hard to let go of cherished habits and acquired rights. To overcome fear, we need inspiring examples. By providing insight into a design process GDFB shows the audience how new systems are designed.

Graphic designers are problem solvers integrating technology, social and cultural awareness and continuous learning in the design process. They explore solutions in dialogue with all stakeholders. During the process sharing information is crucial. As intermediary a designer functions as a catalyst for discussion. His imagination and visual translation of information shapes his audience's attitude and engagement towards change. To learn from designers GDFB opens up the mostly hidden design process to a large audience.

Designers combine critical analysis, applied creativity and a healthy dose of consideration. For a broad audience a festival is a great way to experience the design process. As a graphic designer connects ideas, information and people the festival is an intermediary between designers and the public. GDFB stimulates the debate on the social responsibility of graphic designers in a world where image affects behaviour and opinions. By investigating the role designers play in a process of change GDFB offers the public a guideline to apply this process in a personal context. By doing so it becomes clear how imagination helps us to review, research, reflect and reconnect systems. With the term 'Re' we call for revision of jammed systems, like a designer dares to revise his choices in the process of finding solutions.

GDFB

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