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## Interview with Sandu Designers Universe

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2010



### What's your typical day look like?

A typical day would go something along the lines of; arrive at 9.30-ish, have some tea, check emails, talk about who's working on what project and when things need to be delivered. Typically we'll then 'zone-in' to our work. If projects are in early stages and require creative direction and ideas, we'll spend our time talking it through until we come to a solution that we both like, we'll then go away and explore the ideas.

At certain points we'll consult each other for direction, or to cast a fresh eye over things and then take that input onboard to develop it further. The hardest part during this process is not to become too precious about your work — if that happens, ideas cannot be bounced and progressed to become something greater. On a good day we'll usually wrap things up for 7 — 7:30pm and head on home. On a not-so-good day, 11:30 — 12pm or worse ...

### Can you tell me the wildest / craziest design practice you did during these years?

Not long after we set up we were contacted by an interior design company who wanted us to illustrate giant wall graphics that were to span across various rooms within a lavish penthouse apartment. It's something we had never done before — what made us nervous was the installation and getting all the measurement right because it was to be printed as large-scale vinyl stickers — so if the sizes were wrong there was no going back, we had to get it spot on first time. It was a daunting early job for us to undertake but it all worked out well thankfully!

### Please describe a moment / stuff / person that gives you a strong influence on your profession.

We're influenced by many things and many people, recently we've been very drawn to Wim Crouwel and Total Design, but also Paul Rand, Milton Glaser, Robert Brownjohn, M.C. Escher ... To name a few. We love great ideas, but crafted meticulously — two integral components — great ideas should look great.

### What has been repeatedly used in your artwork? (Concept / Graphic elements / Tools...)

We're very interested in type and simplistic forms, it's something that features heavily in our work. However, we would like to explore more complex and dynamic executions in our work as we progress, not necessarily minimal.

### What does your work teach you?

What we like about what we do, is it's an on going study — simply put, you can never know enough. Our work teaches us that we can always improve.

### Who is the No.1 leading-edge designer in your mind? Ask him / her a question.

So many people doing so many different, amazing things — there would be too many to list ... Any body who dares to go their own way ...

### What makes you say "woow!!" lately?

The Flaming Lips, I recently saw them live — and it made me go woowooow!

### What's the most important to you now?

Balance, in everything.

### Your top 5 favorite things in London?

Not really sure about a top five, we love the general atmosphere of London, the creative community seems to be getting ever closer, friendlier — Twitter has become a favourite networking tool within the design community ...