



Interview with Graniph

2010



Please tell us a little about something you are currently working on / obsessed with:

We are currently working on a few projects, a poster design for a film company, a piece of music packaging and an interactive project for the iPad.

What are the main obstacles you face to working creatively?

I think one of the main obstacles is being creative on demand. Being creative isn't a job, it's part of who you are and how you live your life. It just so happens that we're lucky enough to be able to channel that creativity into something — typically communicating with people visually engaging way.

What do you do to come up with new ideas or when you are having trouble being creative?

I've never known the answer to this. Personally I think ideas arrive at random — if you're trying to come up with an idea for a specific brief it makes it worse in some ways — too forced. I seem to be at my most creative when I'm not thinking about a brief, just thinking about things in general. I record them down and refer back when working on a brief — ideas are flexible, adaptable so sometimes they can be reworked to fit certain problems. I know many designers do this, and have done this throughout history — it is a very effective way to work.

What are some books/websites/bands / etc that you recommend?

Book: If you're ever able to get your hands on a copy (it's rare and expensive) Wim Crowel — Mode En Module is an outstanding book. We don't own one but are lucky enough to know someone who does.

Music: Stars of the Lid — these guys have been a recent favourite of mine. I've also been enjoying Gill Scott-heron's album 'I'm New Here' recently, well worth a listen.

Website: I've been very impressed with how www.septemberindustry.co.uk has progressed and developed into, what I would consider to be the closest thing to a graphic design printed publication.

What is the future of the T-shirt? (Does it have one?) Why?

I would imagine the future is good, I could see how, for instance, magazines might struggle with the new technology that's arrived but I don't think we'll be shedding our clothes for space suits anytime soon. Even if we did we'd still wear T-shirts I guess?