

Sommige informatie is alleen beschikbaar in het Engels

## LUKAS ENGELHARDT

Hi, I'm Lukas, a graphic designer based in The Hague.

I graduated from the graphic design department at the KABK in Den Haag in 2018. In my work I often look westwards, towards California, at designs made from metrics and the polished surfaces that define so much of our lives. Writing is a big part of my practice, but my work hardly ever ends up in written form. I experiment a lot with new media and see video as a central part of my practice.

### WEBSITES

[www.lukasengelhardt.net](http://www.lukasengelhardt.net)

[borderlessdesign.lukasengelhardt.net](http://borderlessdesign.lukasengelhardt.net)

[ohtheplaces.net/](http://ohtheplaces.net/)

[thesis.lukasengelhardt.net](http://thesis.lukasengelhardt.net)

### SOCIAL MEDIA

[instagram.com/lukasengelhardt](https://www.instagram.com/lukasengelhardt)

### OPLEIDINGEN

- 2016 - graphic design Den Haag, Koninklijke
- 2018 Academie van Beeldende Kunsten Diploma behaald
  
- 2013 - graphic design Rotterdam, Willem de
- 2016 Kooning Academie

### TENTOONSTELLINGEN

- 2018 Graduation Show KABK Den Haag, Nederland KABK graduation show
- 2019 [www.kabk.nl/agenda/graduation-festival](http://www.kabk.nl/agenda/graduation-festival)  
Groep
  
- 2018 Rijksakademie Open Studios  
Rijksakademie van beeldende kunsten  
Amsterdam, Nederland I produced an animation for one of the residents at the Rijksakademie  
[www.rijksakademie.nl/ENG/rijksakademieopen/](http://www.rijksakademie.nl/ENG/rijksakademieopen/)  
Groep

### PROJECTEN

- 2018 41 Shades of Blue Den Haag, Nederland  
[lukasengelhardt.net/#41ShadesofBlue](http://lukasengelhardt.net/#41ShadesofBlue) My graduation work, video, 18 minutes. Metric driven design, the foundation of the the surfaces we navigate online on a daily basis, yet an alien world to a graphic design student in 2018. During my graduation I tried to understand this new design paradigm and ended up with a short documentary about A/B testing. At least online, every small design decision can be tested: Chose the blue or the red button to optimise your conversion rate. A/B testing,

2018	Istanbul Design Biennial ARTER GALLERY Istanbul, Turkije Participant in Istanbul Design Biennial <a href="http://aschoolofschools.iksv.org/">aschoolofschools.iksv.org/</a> Groep	formerly a tool used by a handful of tech giants to sell more products, has now become a product in itself. With the help of a number of platforms, you too can make your design decisions based on metrics—and you don't even have to understand how it works! 41 Shades of Blue is a mostly-true documentary that explores the origins, the implications and the future of this new, evidence driven design practice. Between the Uncanny Silicon Valley and the Black Rock Desert of the Real it digs through layers of branding and looks at a world in which data has made design obsolete.
2018	A Really Fake Future ISO Amsterdam Amsterdam, Nederland Group exhibition organized by Karen Huang and Jason Page at ISO Amsterdam <a href="http://areallyfakefuture.com/">areallyfakefuture.com/</a> Groep	2018 PS: Magic 001 Den Haag, Nederland <a href="http://lukasengelhardt.net/#PSMagic001">lukasengelhardt.net/#PSMagic001</a> My bachelor thesis. The term magic is very elusive. A lot of people might first think of dragons, dwarves and elves. Others might think of crystals, reiki, and tarot cards. Real, or imaginary, magic seems to be about knowledge and control over the true workings of the world, its hidden powers, and one's position in it. Etymologically, magic comes from Old Persian and might have described someone able, in possession of power. Magic has been invested with positive and negative connotations alike through the centuries. Under Christianity, it meant anything to do with paganism or witchcraft and suspected practitioners were burned at the stake. Occult societies, on the other hand, saw magic as the way to spiritual enlightenment. Scholars argue about whether magic and religion can even be treated as different things, and due to its ambiguity the term magic has rarely been used in academic papers since the 1990s Colloquially, however, magic is everywhere. And it's ungraspable, not just as a term. Stage magic for example relies completely on the deception of the audience. Magic is something that cannot be explained—whether it's because one cannot explain it (lack of understanding) or because it actually cannot be explained (supernatural). Magic is something that just works. In this way, magic is quite similar to, for example, technology or the economy—the things we believe in today, instead of magic. Ultimately, magic is a belief system (or several) and these beliefs have been communicated and upheld through different media. Letters could be shaped into
2017	Declaring Reason Meermannno Museum Den Haag, Nederland Project in collaboration between KABK and Museum Meermannno <a href="http://www.meermannno.nl/declaring-reason-eng">www.meermannno.nl/declaring-reason-eng</a> Groep	
2017	Ultratatane Biennale internationale de design graphique de chaumont Chaumont, Frankrijk Interactive VJ performance at the international graphic design biennale in chaumont <a href="http://www.centrenationaldugraphisme.fr/le-signe">www.centrenationaldugraphisme.fr/le-signe</a> Groep	

amulets, rituals are held in digital environments. Both images and (hyper)text have even been invested with magical qualities themselves. In these cases image making and magic coincide, and the image maker becomes a magician. Magic images can be black boxes or white boxes, and image makers can be black-hat or white-hat magicians. I'm trying to find out what makes these images magical and what this magical perspective means for the practice of graphic design. In my thesis I discuss in three parts how magic is connected to literacy, how magic is mediated through images, and, ultimately, how image makers can be magicians. I'm wondering: what is the role of the designer in a world full of magic and can he use magic to create his own world?

2018 Borderless Design Istanbul, Nederland [borderlessdesign.lukasengelhardt.net](http://borderlessdesign.lukasengelhardt.net)  
Interactive Collage. As more and more refugees arrive on Europe's shores, their struggle is communicated to us through a flood of beautiful images: professionally taken photographs, well composed and edited for maximum effect. As nothing about the situation changes, the same goes for these images: same props, same scenery, same image treatment—the only variable are the people on the boats. Borderless Design explores this endless sea of aesthetics by leaving out this variable and focusing on the constants. An endless, interactive collage of rocks, waves and sky —and the occasional orange vest.

## PRIJZEN EN STIPENDIA

2019 NETWORKS Rotterdam, Nederland Me and Paul Bille received NETWORKS funding from MAMA in Rotterdam for a project relating to the ideas of squatting, dropping out, and critically thinking about social media in December 2019.

## ARTISTIEKE NEVENACTIVITEITEN

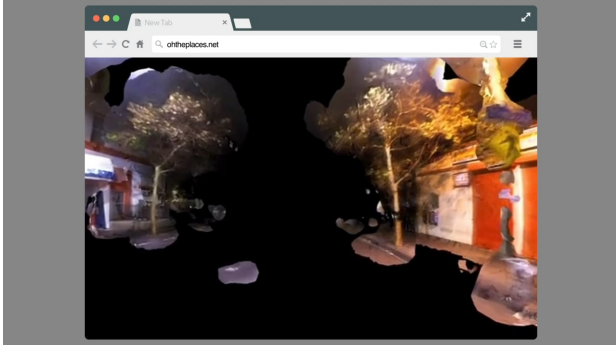
2019 - teaching/workshops at Rijksakademie in Amsterdam and KABK in Den Haag Loopt nog



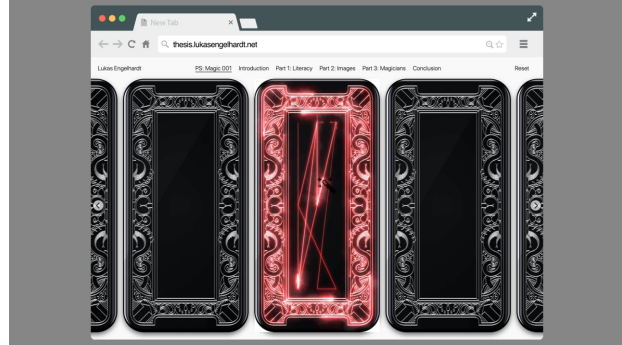
41 Shades of Blue, 2018



A Really Fake Future, 2018



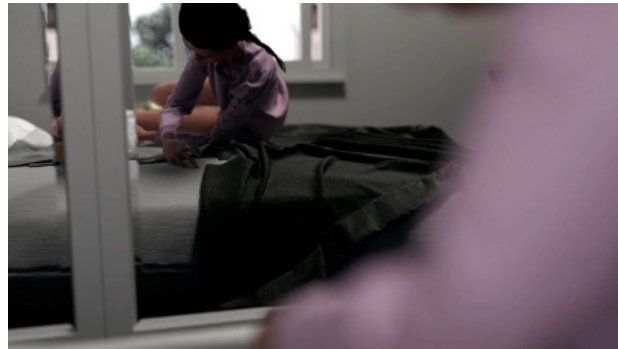
oh the places screen recording\_small, 2018



PS Magic 001 Website Preview, 2018



Borderless Design, 2018  
interactive collage



Sunlight Vandalist, 2018  
animation, 03:25

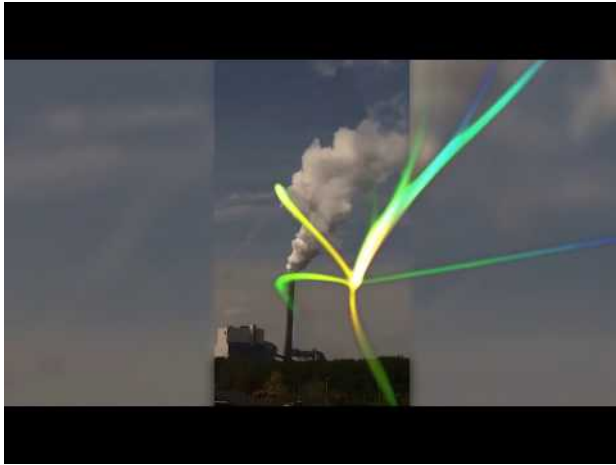


van der Capellen tot den /pol/, 2018  
Metal, Fake leather, video, 11:18



PS: Magic 001, 2018

My Vimeo channel



van der Capellen tot den /pol/