



# ABC of De Designpolitie: ABC of the Designpolice

*Emily King, Louise Schouwenberg*

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The Dutch firm Designpolitie (Richard van der Laken and Pepijn Zurburg) is celebrated for its fresh, deceptively simple and direct approach to graphic design, which often implements bright color and sans-serif typeface in a lively and fun style. Among other projects, Designpolitie ("Design Police") is behind the review column *Gorilla* in the Dutch newspaper *De Volkskrant*, in which the team reacts to current affairs with word-and-image graphics. *ABC of De Designpolitie* is an index of Designpolitie's reflections on design, catalogued in humorously alphabetical order (with failed projects filed under "Damn," or an account of their simplified methods under "Rocket Science"). More of a workbook, a process book or an inspirational resource than a portfolio, *ABC* collates Designpolitie projects (implemented and otherwise), schemes, photographs, musings and articles in a style that is both serious and replete with irony and self-mockery--a natural extension of the firm's own ethos.

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