

Stefan Sagmeister



Antoine Audiau and Manuel Warosz first met at art school in Paris. When they qualified in the early 1990s, they did so as a professional pairing, under the name of Antoine + Manuel, representing the sum of two very different ways of working. Each of them explores their respective chosen fields, (fashion and product design respectively) and methods of working.



His commitment to the Russian Revolution subsequently encouraged him to abandon first painting and then fine art in its entirety, and to instead put his skills in the service of industry and the state, designing everything from advertisements to book covers. Rodchenko's commitment to the values of the Revolution encouraged him to abandon painting in 1921. He embraced a more functional view of art and of the artist, and he began collaborating with the poet Vladimir Mayakovsky on a series of advertising campaigns. Their work not only introduced modern design into Russian advertising, but it attempted to sell the values of the Revolution along with the products being promoted. This particular union of modern design, politics, and commerce has occasionally inspired advertisers in the West since the fall of the Berlin Wall.

