

Zwiebelfisch

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gestaltung: wpp, film: kreutz

^^^ anzeige ^^^

Zwiebelfisch Mini-Interview with Amir H. Fallah

*What is your opinion of the following statement: The secret to creativity is knowing how to hide your sources.
(Albert Einstein)*

> I don't worry much about hiding my sources. If someone wants to figure out how you did something they will dig around until they find it. I feel it's much better to share knowledge rather than live in a constant state of paranoia.

Have you ever turned down a job offer for moral reasons?

If so, why?

> I haven't had the opportunity to do so yet but I would like to think that I would not bow down to the almighty dollar when it goes against my personal beliefs. The easiest thing to do is to simply work for companies who you morally fall in line with. Unfortunately many designers only see dollar signs and will do work for companies that they personally don't support. By designing for a company that you morally object you are in fact putting your stamp of approval on that company. I see this as a hypocritical approach.

Amir H. Fallah lives and works in Los Angeles. He founded Beautiful/Decay magazine when he was sixteen years old and has seen it go from a black and white zine to an internationally distributed publication. As the creative director of Beautiful/Decay he has been approached by other companies within the creative industry to consult on their projects, and art direct everything from trade publications to an entire clothing line and identity. He has recently received his Master in Fine Arts Degree from UCLA. As a graphic designer Amir Fallah sees Adobe InDesign as his friend and hand drawn fonts are his favorite.

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