

Re-design in Public Space: The Work

Eduard Cehovin

Abstract

Visual documentation of two public projects by Eduard Cehovin are presented: commemoration of the birth of Slovene avant-garde poet, Srečko Kosovel, and celebration of Slovenia joining the European Union.

Re-design in Public Space:
T H E W O R K

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Re-design in Public Space:

At the one-hundredth anniversary of the birth of Slovene avant-garde poet, Srečko Kosovel (1904-1926), I have with the help of company Metropolis designed a project titled SK04. The project encompasses my own visual interpretation of selected Kosovel poems from the collection INTEGRALS. This collection is an example of so-called concrete or visual poetry. I have decided to change the image of the five poems I selected — I have given them a new form.

The presentation of the second of five billboards on the corner of Slovenska and Askerceva Streets in Ljubljana (billboard no. 0068) appeared on 24th of February at 10 a.m. In the following months other poems were presented at the same time and on the same location. Srečko Kosovel died on the 27th of May, so the fifth and last billboard was presented on this day.

The following poems were presented on the five billboards on the days as listed:

23.1.2004	<i>Con Icarus</i>
24.2.2004	<i>My Black Ink Bottle</i>
	<i>My black ink bottle strolls around</i>
	<i>In a tail coat</i>
	<i>Like fog</i>
	<i>The whole country veiled, deaf</i>
	<i>A melancholy cat lying on the hay</i>
	<i>Squeaking on its golden violin</i>
	<i>Da, da, da</i>
	<i>A A A</i>
	<i>A A A</i>
25.3.2004	<i>Cons. 5</i>
26.4.2004	<i>My Shot-Through Heart</i>
27.5.2004	<i>Open Museums</i>

Due to the fact that Europe is mentioned in a certain way in Open Museums, this project was also dedicated to Slovenia joining the European Union on the 1st of May, 2004.

The aimless Slovene.
The Slovene: three dinars.
The Slovene
The Slovene.
This blood-drenched
man had died.
The Slovene with a black border.

23.1.2004

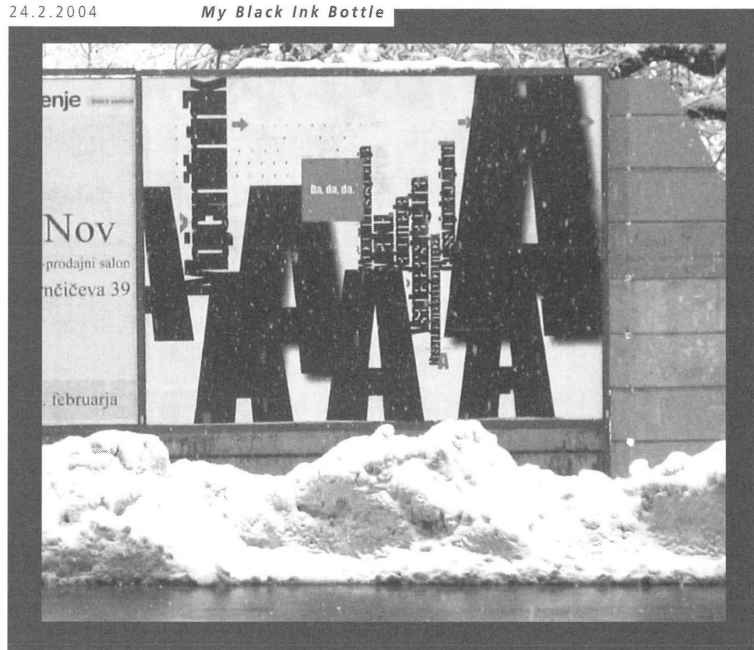
Con Icarus



*My black ink bottle strolls around
 In a tail coat.
 Like fog.
 The whole country veiled, deaf.
 A melancholy cat lying on the hay.
 Squeaking on its golden violin.
 Da, da, da.
 A A A
 A A A*

24.2.2004

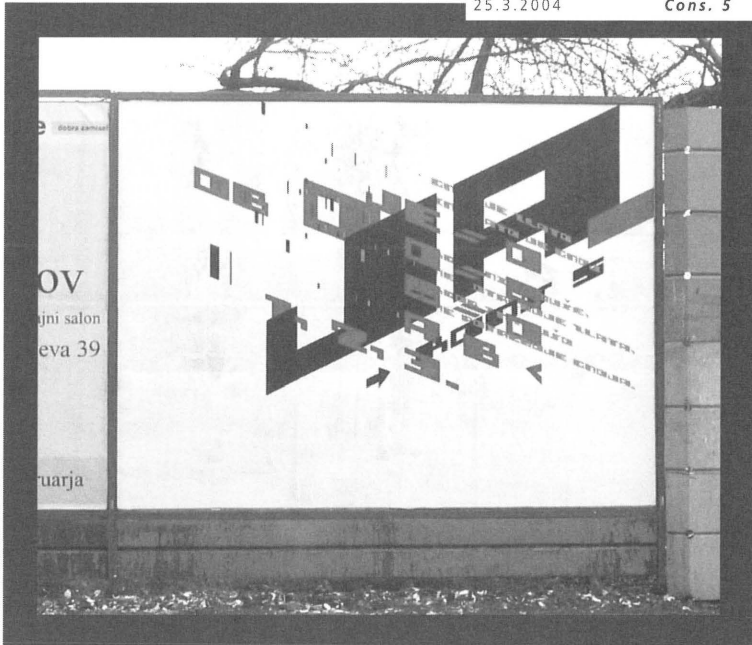
My Black Ink Bottle



*Manure is gold
 And gold is manure
 Both = 0
 0 = ¥
 ¥ = 0
 AB <
 1, 2, 3
 Whoever has no souls
 Needs no gold,
 Whoever has a soul
 Needs no manure.
 For sure.*

25.3.2004

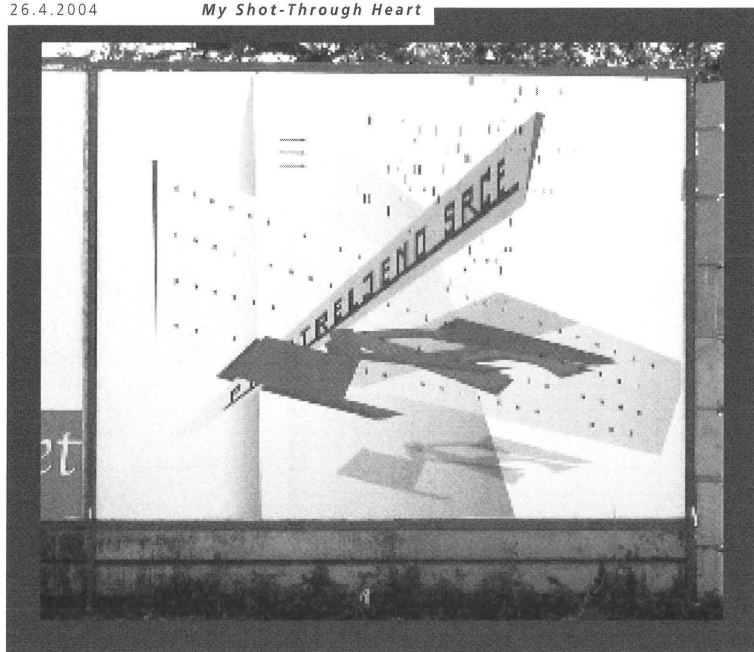
Cons. 5



*A shot through heart.
Blood.
A man in the dawn of light.
A cafe.
Utter an undefiled word!
I see autumn and misery everywhere.
Lead rain whipping the windows.*

26.4.2004

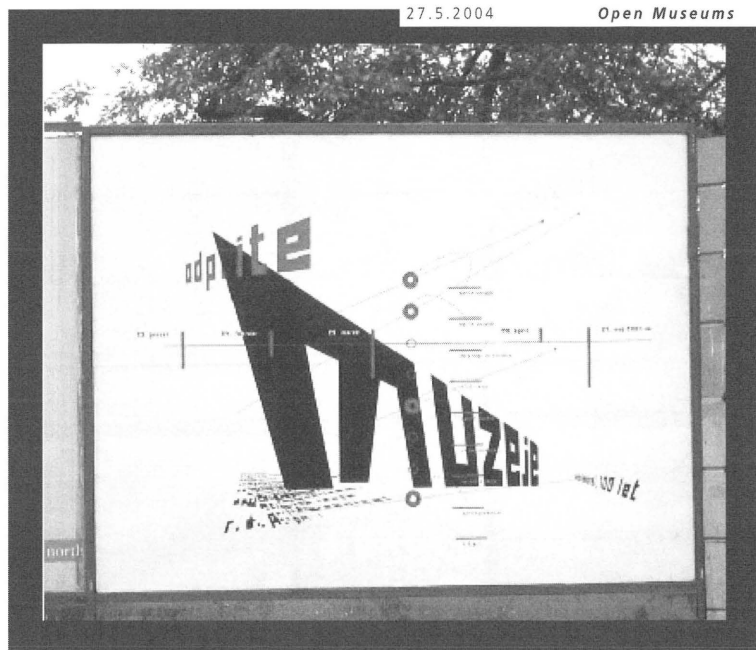
My Shot-Through Heart



Open museums!
 Open museums!
 The dead-ideas
 Already haunt Europe.
 Open museums
 Of nationalism,
 Of dead ideas.
 Open tombs!
 R.I.P.!

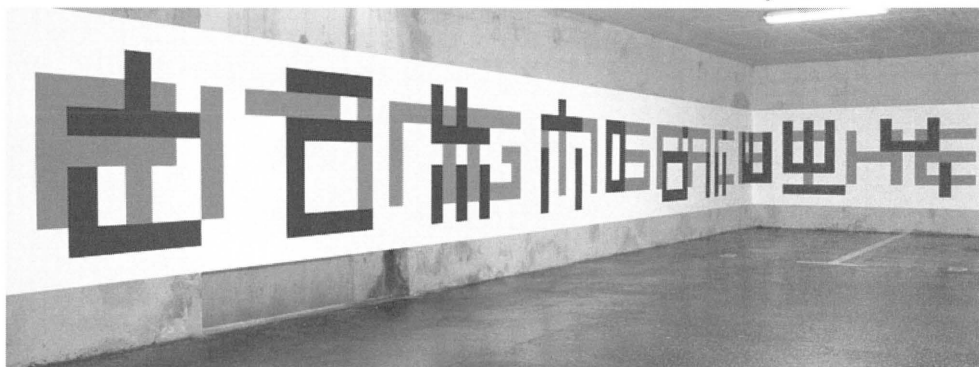
27.5.2004

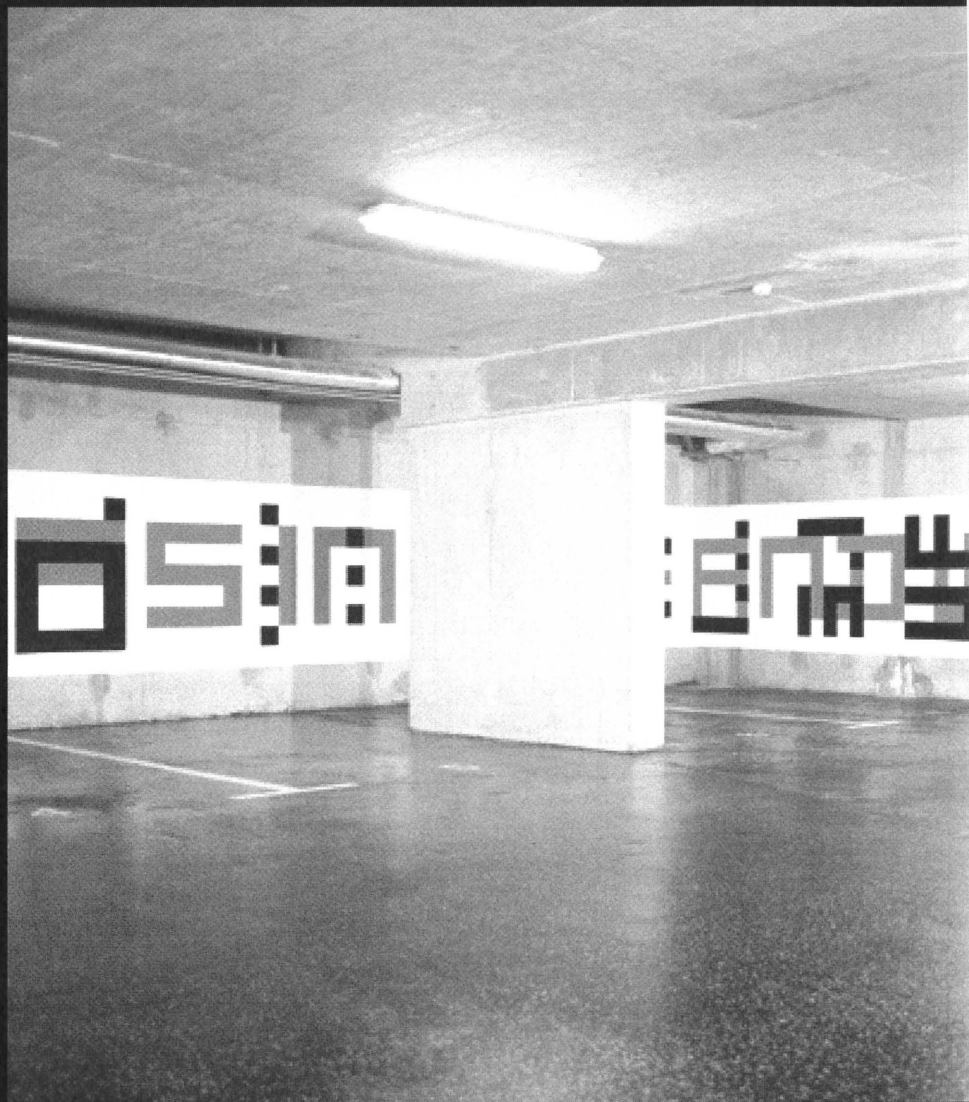
Open Museums



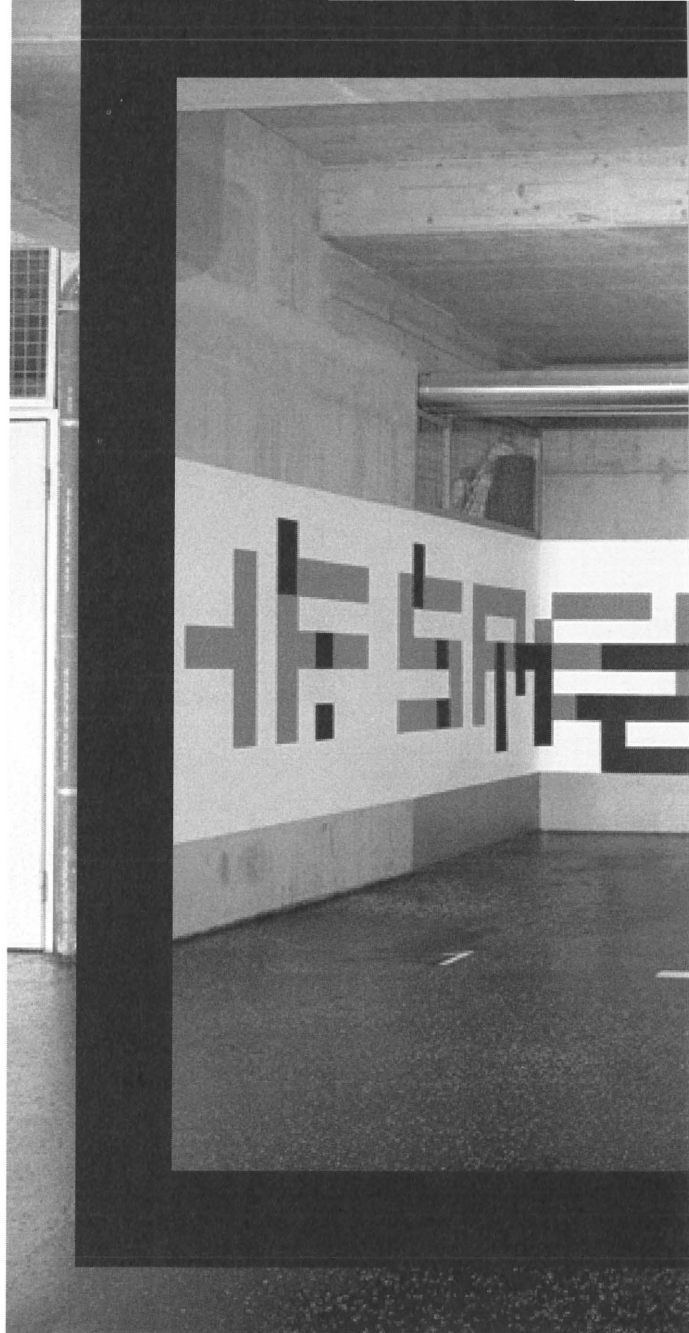
As part of the event "Bled to Europe, Europe to Bled" (Slovenia), a mural (1.53 x 41m) opened on the 10th of March, 2004 in the garage of IEDC – Bled School of Management. The mural has now become a part of a permanent art collection of the school. It is based on my poster, "Europe 2020." The text of the mural reads: "IF SPEECH DEVELOPS IN TIME AND WRITING IN SPACE THEN NEW TIMES NEED NEW WRITERS." Written horizontally, this forms an abstract pattern that symbolizes a mélange of languages, cultures, traditions and religions of the nations of Europe, whose main goals are cohabitation and keeping the local colors. In a sense it is futuristic; it is connection with new urban structures, so it can be defined as the new, original, collective and futuristic European flag. (The sponsor of the mural is JUB, an industrial chemical company.)

Mural in the IEDC – Bled School of Management



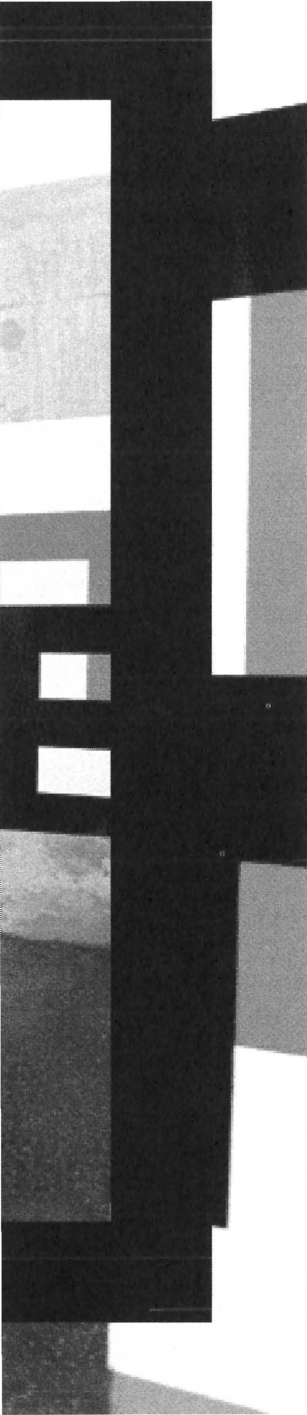


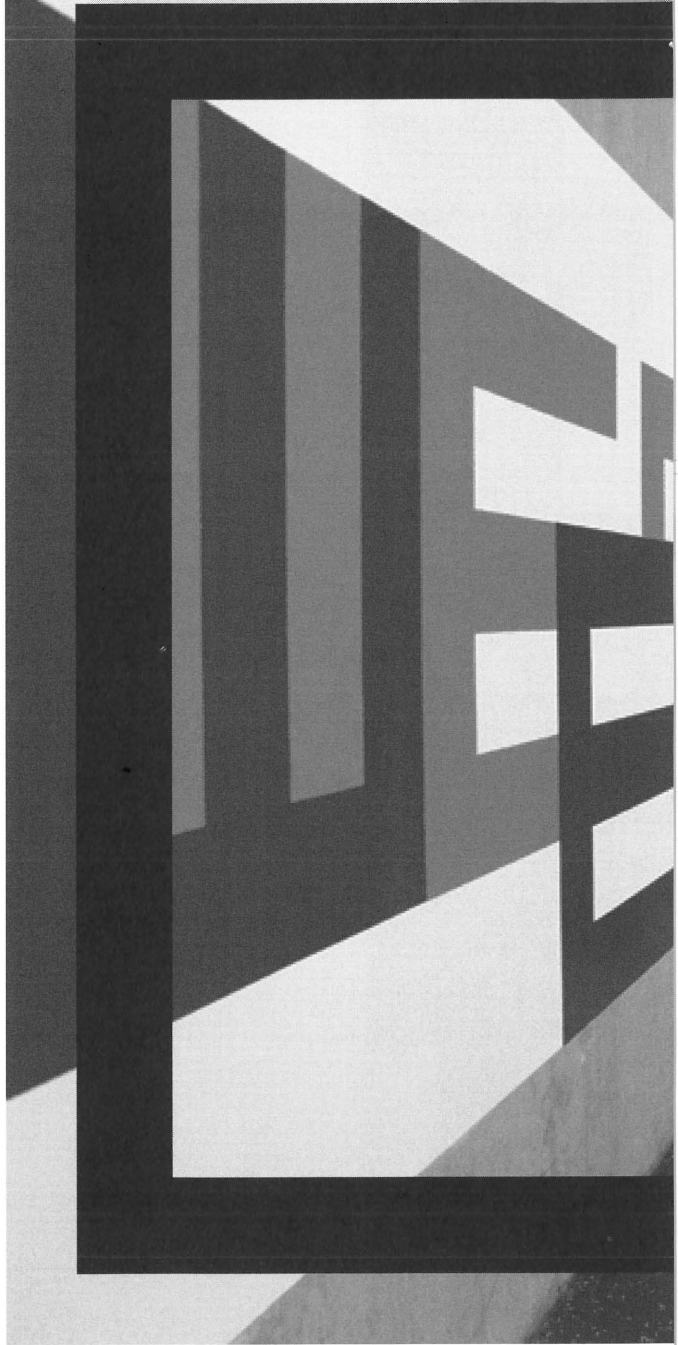


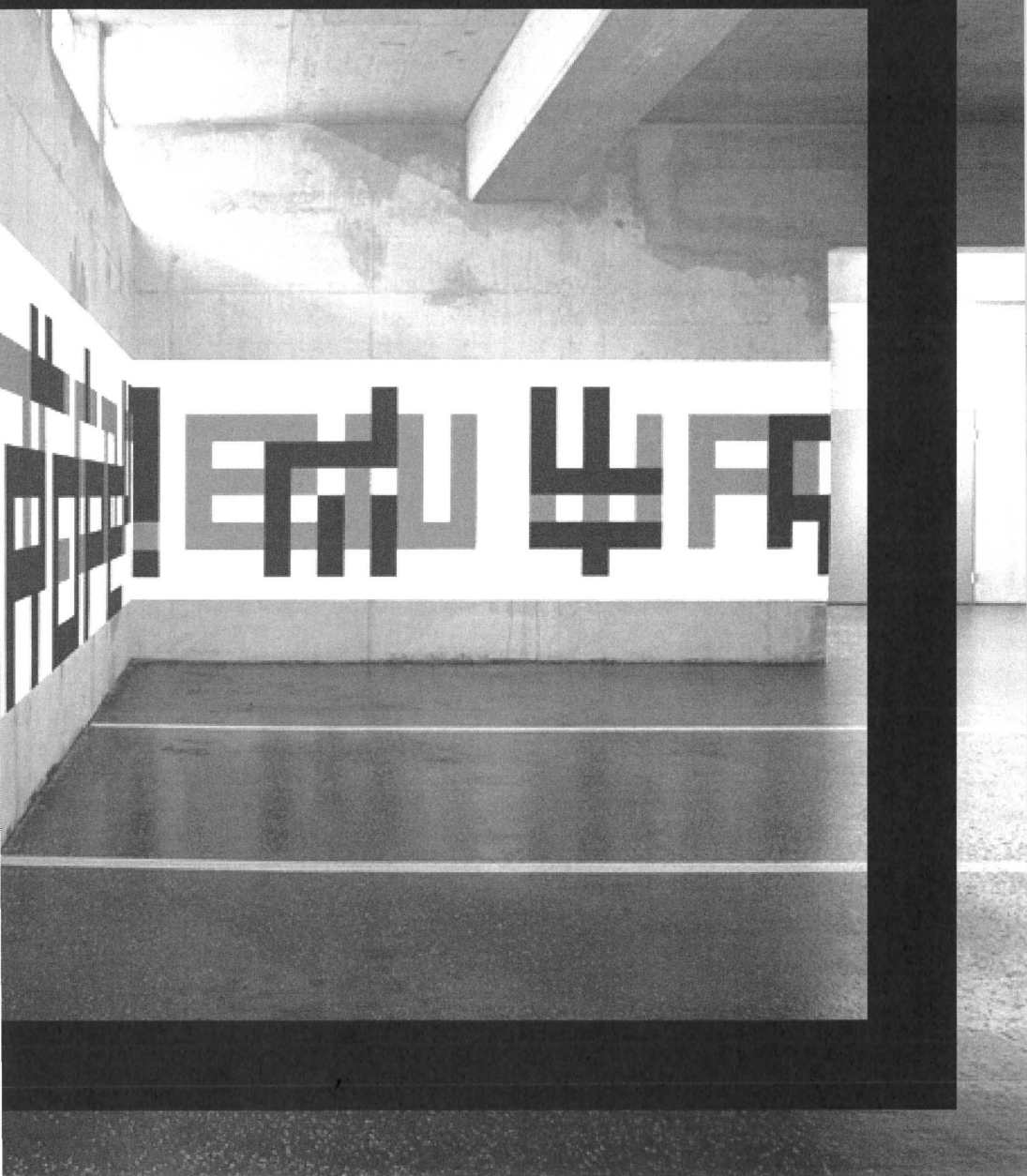


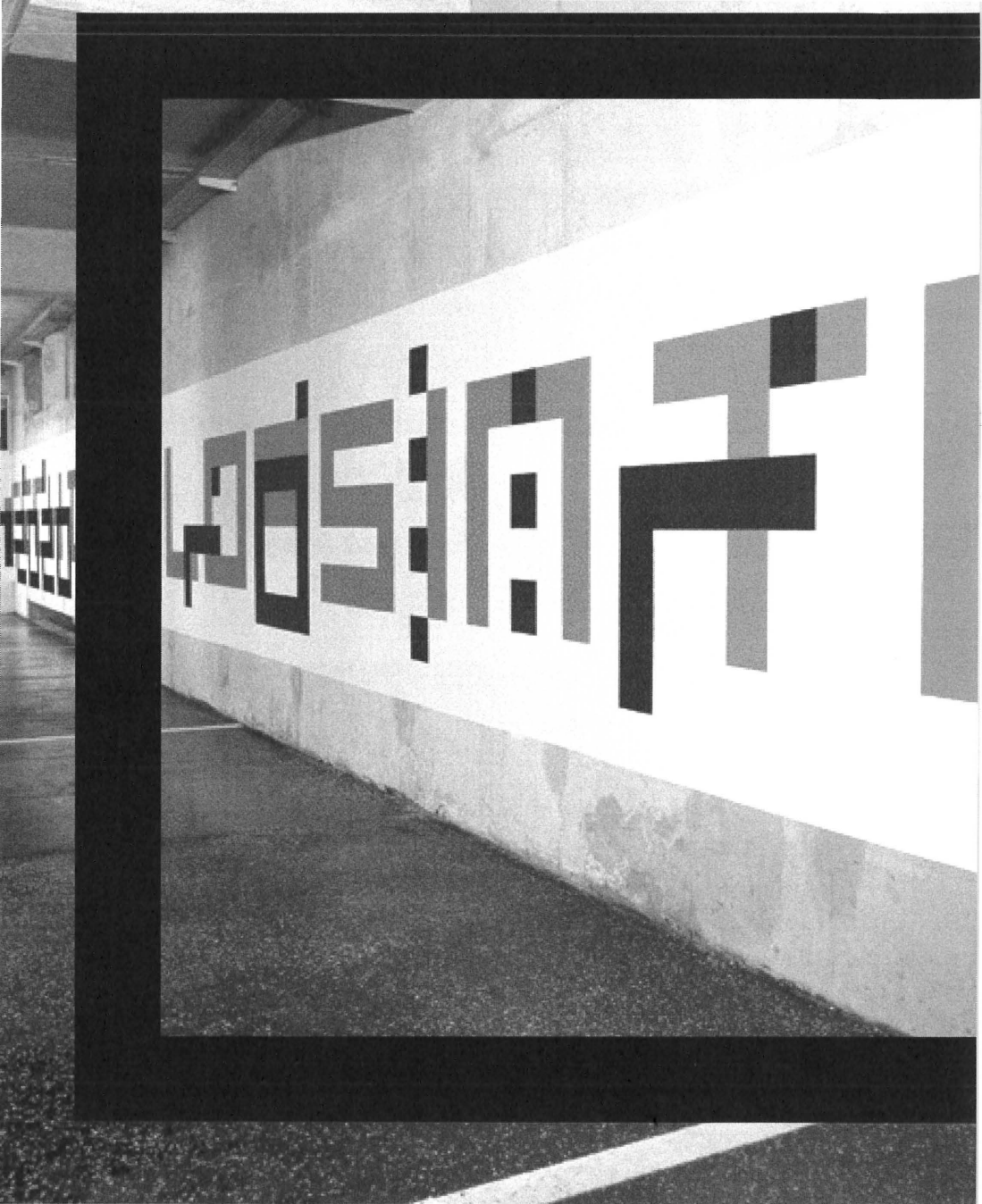


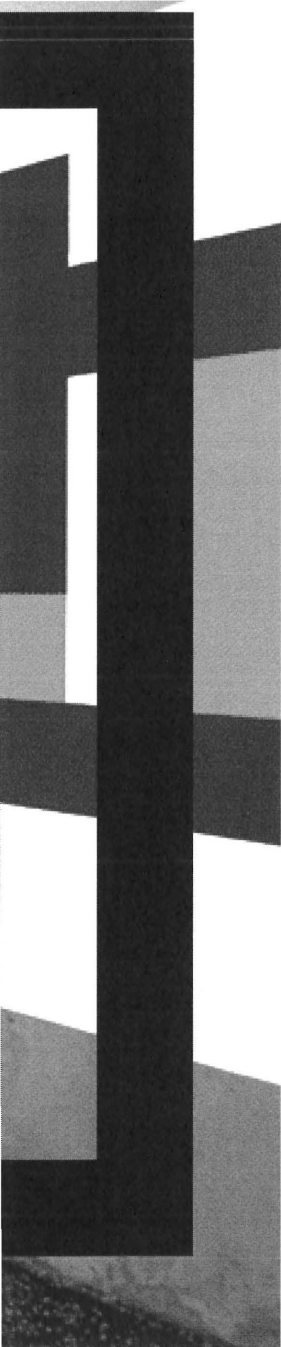












Author Notes

Eduard Cehovin is an Assistant Professor, teaching typography at the Academy of Fine Arts at Ljubljana, Slovenia. He spent a year at the University of Buffalo and at the Parsons School of Design as a fellowship holder from the International Research and Exchange Board in the United States. With more than forty international awards, his works are published in all major international graphic design publications and are exhibited in Australia, Canada, Europe, Japan, Taiwan and the United States.