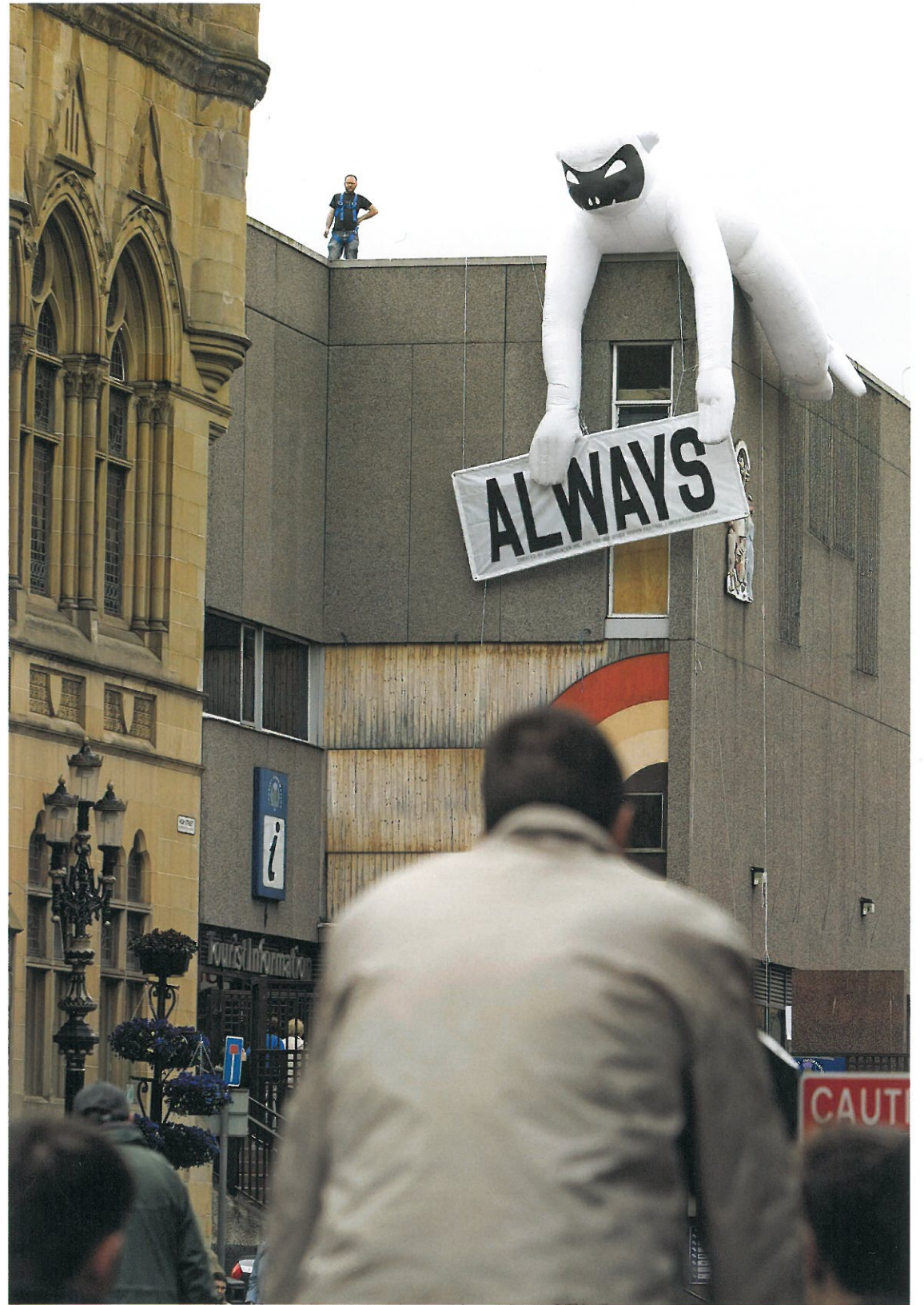
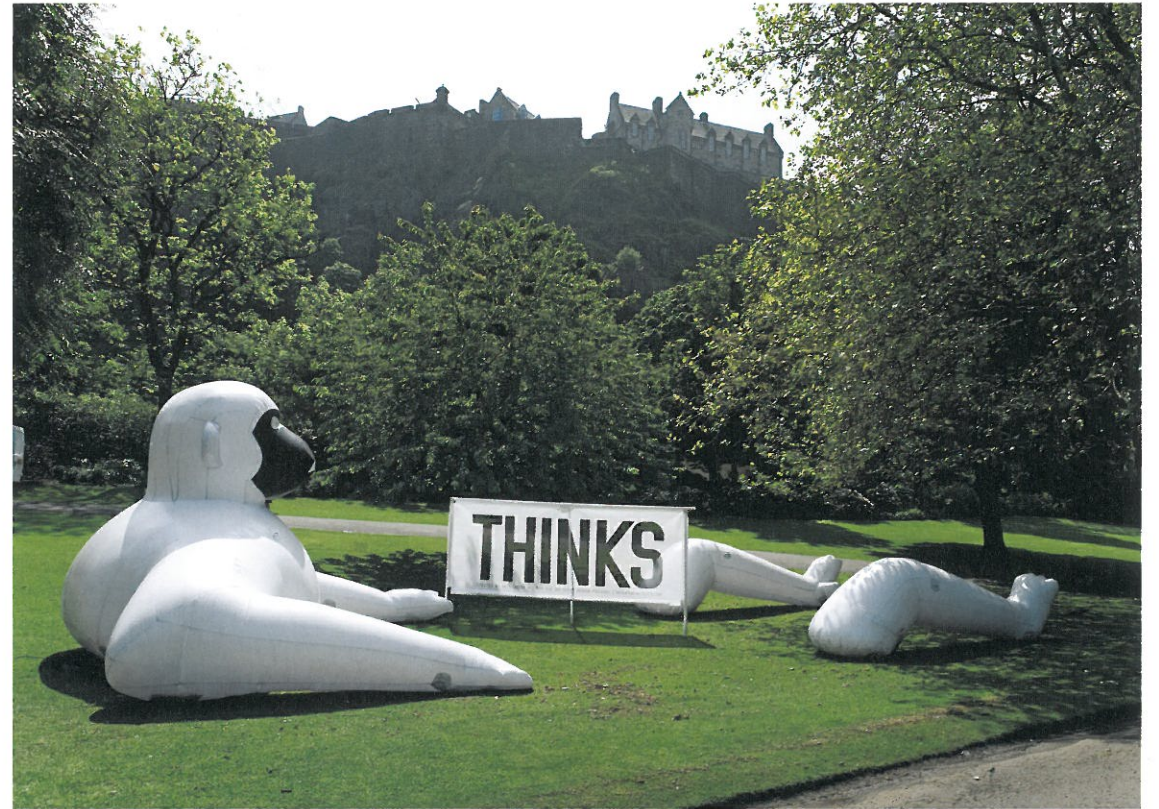




C A I R D L L

EVERYBODY
CREATED BY SAGMEISTER INC. FOR THE SIX CITIES DESIGN FESTIVAL | INFO@SAGMEISTER.COM











EVERYBODY [ALWAYS] THINKS THEY ARE RIGHT.

EVERY HUMAN CONFLICT throughout history, every war and every dispute, traces its origin back to this one sentence. I think I am right when I cross the street as the light is changing and when I design a campaign for the reduction of the U.S. military budget. The bus driver blaring his horn thinks he is right to blow me out of his way, and the American president thinks he is right that a military budget reduction would leave the U.S. weak and vulnerable.

DAVID CHASE, the creator of HBO's *The Sopranos*, once remarked that he built his entire show on this singular maxim.

WE DISPLAYED THIS MAXIM in the Scottish cities of Glasgow, Aberdeen, Edinburgh, Inverness, Dundee, and Stirling. Commissioned by the Scottish Executive—initiated Six Cities Design Festival, a total of six 33-foot (10-meter) white and angry monkeys were placed, in various positions, on eminent locations smack in the center of each of these cities. Illustrated by Monika Aichele in Germany, built by Sportogo in California, and organized by the Lighthouse—Scotland's Centre for Architecture, Design, and the City, each monkey held a banner

containing one word of the sentence, the whole sentiment only completed for a viewer visiting all cities, or through the media.

THE FESTIVAL ORGANIZERS wanted to communicate with the general public and avoid another design event made by designers, for designers. Their goal was to create pieces that would be reviewed in the general media (as opposed to the design press) and serve as an easy entryway into design. The program was a success, with the BBC and various newspapers prominently featuring the monkeys; even mass publications such as *The Sun* presented the lot of them, right behind their Page 3 girls (the monkeys were topless, too). While people were having their pictures taken with the monkeys and kids were trying to climb them, my impression was that the maxim itself wound up a bit overpowered by the sheer massiveness of the animals.

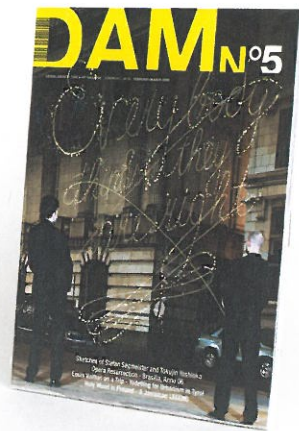
OVER THE YEARS I had become rather obsessed with white, angry monkeys. I had first proposed one resembling a Mozart-like porcelain bust as packaging design for the Talking Heads' boxed set *Once in a Lifetime* (killed last minute), then as a signage system for an exhibit of contemporary art that was part of the cultural program for the Athens Olympics (killed again), and only when I tried for the third time, in Scotland, did the monkeys finally see the light of day.



The strategy of the organizers to create an event that would be featured heavily in the media worked. On opening day, the monkeys appeared on the front pages of Scottish newspapers, were covered by the BBC, and even tabloids like *The Sun* were happy to display them prominently.

TWO YEARS EARLIER *Esquire* (Japan) had asked the studio to design the cover of their "Design as a Weapon" issue, promising us complete freedom. *Whatever we want? Whatever we want.*

WE WENT DOWN TO WALL STREET with photographer Bela Borsodi, freezing our asses off on a biting cold night in April, and tried to pee type into the air (counting



opposite and above: *Esquire* (Japan) ran the maxim as an inside cover and everything was hunky-dory. We also had a chance to run it again on the cover of *DAMn*, a magazine based in Belgium, where they are less squeamish about such things.

on the involvement of elaborate postproduction). Urinating ornamental calligraphy presented a challenge in itself, but setting up a tripod-based, large-format camera in security-crazed downtown Manhattan proved equally difficult.

AFTER SENDING THE RESULTS to Japan, we received the following sweet e-mail:

Dear Stefan,

I have to tell you bad and sad news today. The cover that you designed for Esquire has been rejected by the advertise dept. of Esquire Magazine Japan last night.

Reason why it was rejected:

- "Street piss" is a crime in Japan, and it is against the moral.*
- It looks that piss targets the car, and when reader turns the cover, Nissan car appears.*
- Next time I visit New York, please let me visit your studio to apologize you.*

THE TRUTH IS, we never pissed on any cars; both the Nissan Quest and the Acura MDX in the bottom corners of the image stayed completely dry.

AND SO THE COVER itself became proof of its own content: Everybody thinks they are right.

