



The Object of the Object Museum Presents: The Manner of.... Tassier

- The Object of the Object Museum's new exhibition is a tribute to the artistic career of Gonzalo Tassier, an icon and reference point for design in Mexico.
- The "El MODO deTassier" [The Manner ofTassier] exhibition reflects Gonzalo Tassier's lines and vision through his interpretations, drawings, letters, sketches, and his personal pencil collection.
- The exhibition will be open from September 29 through February 2012.

Mexico City, September 29, 2011. With an exhibition of notebooks, drawings, letters, sketches, outlines, and a selection of over 11,000 pencils from his collection, **The Object of the Object Museum (MODO)** catches a glimpse of itself through the vision of one of Mexico's graphic design icons, **Gonzalo Tassier**.

"**El MODO de Tassier**" is one of the MODO's temporary exhibitions. Specifically, its **El Modo de...** ("The Manner of...") series invites artists, designers and cultural producers to create a study and an interpretation of the Museum's collection.

El Modo de... is a project that began in October 2010 with artist Carlos Aguirre. The intention behind this series is to invite artists to review the MODO's collection and from there create a series of new pieces and objects. These kinds of projects allow the Museum to generate different readings of its permanent collection and establish itself as a cultural reference point in everything related to expressions of communication and design.

The "**El MODO de Tassier**" exhibition is shaped by a series of drawings that represent the way in which Tassier sees and interprets the MODO's collection, as well as notebooks, sketches and other illustrations by this brilliant artist. Also on show is a great serpent of sorts made up of 365 envelopes sewn to each other, one for each day of the year. Each one is on letterhead stationery and contains a note and a drawing from Tassier to an addressee.

It is an honor for MODO to hold this show, for **Gonzalo Tassier** is without a doubt one of Mexico's icons and reference points for graphic design. With over 40 years in his trade, he has used design, sketches and drawing as tools in the service of Mexico and in order to teach design and design history throughout the country.

Tassier has been recognized with important national and international awards, among which are the Quorum award and homage to professional merit and the Royal College of Art's Sir Misha Black Medal, awarded by the British Government in recognition of distinguished services to design education. Among other recipients of this award are Santiago Calatrava (Spain), Ashoke Chatterjee (India), Kenji Ekuan (Japan), Arthur Pulos (USA) and Sir Christopher Frayling (England).

Tassier has also created images that remain in the national collective imagination, such as the state post office's logo; the Del Fuerte brand; Aguigol, an eagle in the Mexican Soccer Selection's uniform that first saw the light in 1998; brochures for brands such as Ford, Wyeth and Anderson Clayton; audiovisuals for the national healthcare system (IMSS); and book covers for publishers such as Demac, among many others.

Of his work, Héctor Rivero Borrell, current director of the Franz Mayer Museum, has said: "The name **Gonzalo Tassier** is essential in the history of graphic design in the country, not only because of the time he has spent developing his trade, but also because of the transcendence of his work and creativity".

With this exhibition, MODO reiterates its commitment, innovation and originality in Mexico City's museum scene. The show will remain open until February 2010 and share a space in MODO with the current temporary exhibition *Colección de Colecciones [Collection of Collections]*.

About the MODO: The Object Museum is a non-profit association that strives to enrich cultural options in Mexico. Its purpose is to open spaces to research, promotion and dissemination of everything related to communication and design. It has a permanent collection of more than 30,000 objects from 1810 to date, with wonderful examples of packaging, wrapping, publicity and the graphic arts. The MODO seeks to create and support high-impact projects and programs that promote and foster knowledge and appreciation of these disciplines, particularly among the younger generations.

Location: Colima # 145, Colonia Roma, Mexico City 06700

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Opening hours: Wednesday to Sunday: 10:00 am to 6:00 pm
Monday and Tuesday: Closed

Admission fees:

General public: \$40.00

INAPAM, students and teachers: \$20.00

Neighbors from the Colonia Roma with official ID: \$20.00

Children under 12: Free

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