

Project: **Subjective Atlas of Palestine**

Description: In April 2007 graphic designer Annelys de Vet, 3 Dutch designers and an advisor of ICCO will go to Ramallah to do a workshop with Palestinian artists, students and (graphic) designers. They will be invited to map their country in their own way; political, critical, personal, romantic, negative or positive. Personal involvement will be the startingpoint, with the aim to produce new, unconventional and honest images of Palestine. The Dutch designers will assist the local artists and will also 'map' the Westbank according to their own observations. All maps, illustrations, texts, photo's and charts will be edited, worked out and printed as the 'Subjective atlas of Palestine'. The book will be published and distribute internationally by 010-publishers in the Netherlands.

Way of working: From the 17th until the the 23th of April the designgroup will be working in the *International Academy of Art Palestine* in Ramallah together with 20 to 30 local designers, artists and students. During a period of 7 days all participants will intensively be working, to produce (personal) maps, inventories, drawings etc. The main focus are the stories and views of the local people, in order to visualise the way they see their world from a human and cultural perspective.

Background: The concept of making a subjective atlas with design students has been organised twice before by Annelys de Vet. The first time as the *Subjective atlas of the EU, from an Estonian point of view* (2003), in collaboration with Estonian graphic design students. The booklet was made in a three week period, including the printwork. The second publication was the *Subjective atlas of the Netherlands* (BIS Publishers, 2005) made with students from the Design Academy Eindhoven. It was printed in an edition of 2000 and sold out in three months time. See the documentation for details.

Partners: The project will be hosted by de *Department for Democratiation and Peacebuilding* of ICCO in the Netherlands.

Links: ICCO — [www.icco.nl](http://www.icco.nl)  
International Academy of Art Palestine — [www.artacademy.ps](http://www.artacademy.ps)  
Annelys de Vet — [www.annelysdevet.nl](http://www.annelysdevet.nl)  
010 Publishers — [www.010publishers.nl](http://www.010publishers.nl)

Contact: Annelys de Vet, [there@annelysdevet.nl](mailto:there@annelysdevet.nl)

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Biography: As a graphic designer – educated at the Utrecht School for the Arts and the Sandberg Institute Amsterdam – Annelys de Vet (1974) explores the role of design in relation to the public and political discourse. Next to her work for clients like Droog Design, KPN, TPG Post, Rijksgebouwendienst, de Appel art space, Thames&Hudson and Art Amsterdam she has published several books. *'The subjective atlas of the EU, from an Estonian point of view'* shows new images for Europe designed by students from the artschool in Tallinn. The *'Subjective atlas of the Netherlands'* (BIS publishers, 2005) aims to influence the way of perceiving national identity and was made with students of the Design Academy Eindhoven. They created objective maps and images from subjective points of view. *'The public role of the graphic designer'* (2006) investigates in the responsibility of graphic designers in the realm of cultural representation. De Vet has taught several years at the Design Academy Eindhoven and is currently head of the 'Man & Communication' department.

**Subjective atlas of the European Union,  
from an Estonian point of view**

Annelys de Vet (Editor)

Contributions from: Kristjan Mändmaa, Tõnu Kaalep, Annelys de Vet and Students of the Estonian Academy of Arts, Tallinn 2003

Paperback 128 pages

Text in English

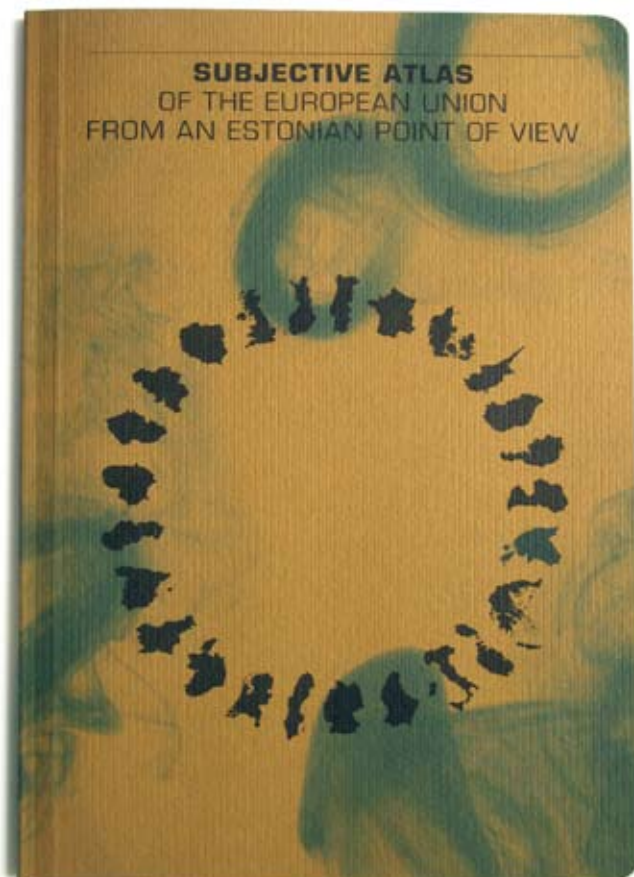
Size: 15 x 21 cm

Publishing date: Oktober 2004

Limited edition of 500

The subjective 'Atlas of the European Union, from an Estonian point of view' is a compilation of current thoughts and views of more than thirty young Estonian designers. They have used their own fascinations to map (their) EU.

The EU is a set of agreements of a growing union. This political concept is at a far distance of the citizens themselves. If we can't relate to it, we won't be able to influence it either. The true Europe is based on culture. To feel attached we need to distinguish and preserve the differences. We have to retell our stories over and over again, construct new narratives. Not in order to change, but to be able to exchange the alternating perceptions of cultural concepts, and to stay at a safe distance of the magnetic fields of mass-media.



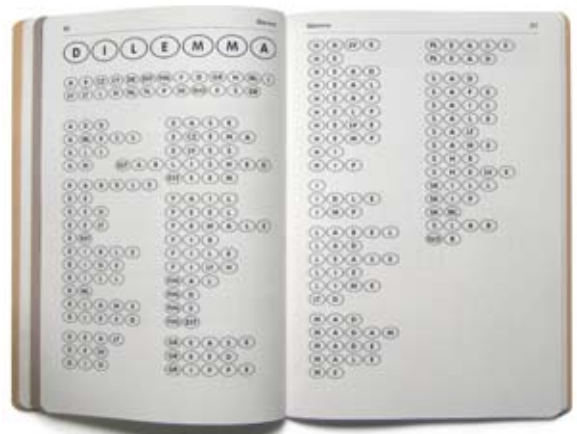
Flags of the EU countries sorted by color, Koit Randmäe



Flags of the EU countries sorted by color, Koit Randmäe



EU Standards, Anu Vahtra



Dilemma, Erko Rundu

**Subjectieve Atlas van Nederland**  
**(Subjective Atlas of the Netherlands)**

Annelys de Vet (Editor)

Introduction: Lidewij Edelkoort

Contributions from: Students Design Academy Eindhoven

Published by BIS Publishers, 2005

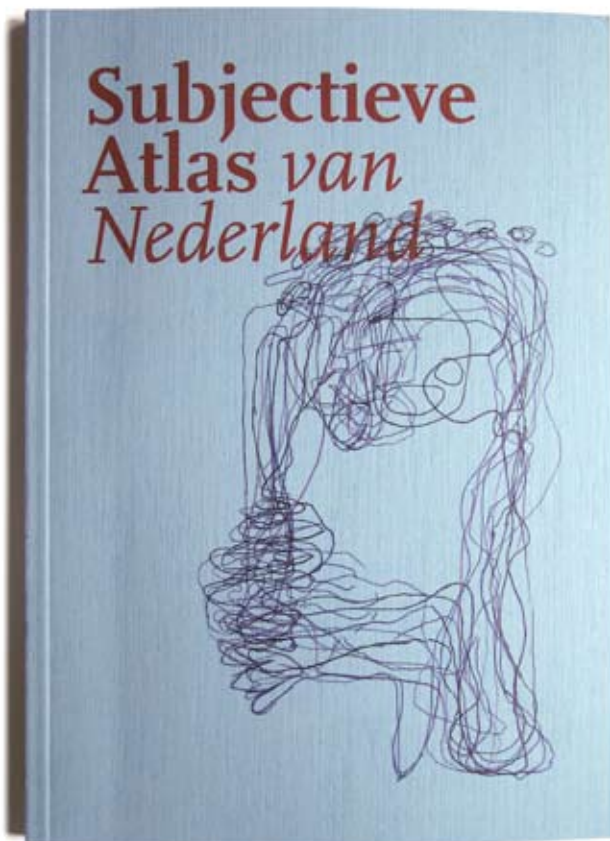
Paperback 128 pages

Size: 15 x 21 cm

Text in Dutch

Publishing date: Oktober 2005

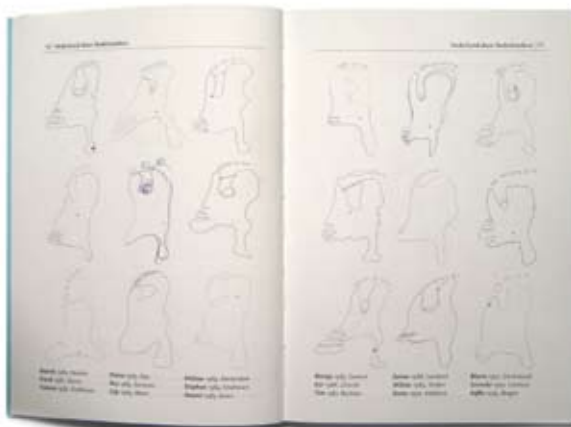
The image of the Netherlands is instable. Old pictures aren't sufficient anymore and new ones are being searched for. More than a dozen students of the Design Academy Eindhoven have mapped the Netherlands with its habits, citizens, culture and language. Personal involvement and interest always as a startingpoint. By means of graphs, indexes, photographs, drawings and maps the lowlands are put in perspective. From bicycle tales and weapon export, to zapping from brand to brand and concerning gentle forgotten guilders. From inland country and fears, to foreign countries and dreams. These non-conventional pictures give a surprising insight in what binds the Dutch.



What if?, Itay Lahav



Give us today our daily bread, Jeanine Essink



The Netherlands by the Dutch, Jeanine Essink



New flags for the Netherlands

**De publieke zaak van de grafisch ontwerper**

**The public role of the graphic designer**

Annelys de Vet (Editor)

Contributions from: Anthon Beeke, Max Bruinsma, Ursula Tischner, Daniël van der Velden, Annelys de Vet and Students of the Design Academy Eindhoven. Amsterdam 2006

Sewn paperback 80 pages

Graphic design: Annelys de Vet

Text in Dutch and English

Size: 21 x 28 cm

Publishing date: 1 September 2006

ISBN 90-72849-07-8

Price: € 17.50

Do designers have a role in the creation of symbols for a country, a culture, an ideology or a mentality? Are they, in short, co-authors of the 'visual text' with which a country or a culture expresses itself? And if they are, does that make designers co-responsible, as co-authors, for what is conveyed in that 'text'?

In 'The public role of the graphic designer', Anthon Beeke, Max Bruinsma, Ursula Tischner, Daniël van der Velden and Annelys de Vet, among others, comment on these questions. By means of their graphic designs, students of the Design Academy Eindhoven added their cultural commentary. In a disarming series of designs for new symbols and flags for the Netherlands, they convey their vision on what Dutch society currently means to them.

