

From the authors of the new visual identification system of the Warsaw Ghetto Museum

The Lithuanian DADADA studio would like to share with you details of its concept and explain its idea. Here's a specially prepared commentary of the studio.

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The intellectual layer of the concept goes beyond graphic design. The designers from the DADADA studio focused on the importance of memory in the 21st century. They changed the meaning of the terms referring to it (memory): memotype – instead of logotype, memography – instead of typography, memoryment – instead of monument.

The visual form of the typeface reflects the combination of Polish and Jewish heritage. Generatively created logotypes/memotypes infinitely recall the names of people affected by the experience of the ghetto or important to its memory – the victims and the Survivors.

In their proposal, the designers integrated a transformed image of the historical building of the Bersohn and Bauman Children's Hospital – the future seat of the Warsaw Ghetto Museum – which will be opened to the public with a permanent exhibition.

The idea is reduced to one sentence: "No one will be forgotten" – it is an invisible line between individual memories of the past and the collective memory of the present. It is the axis of graphic elements: colours, forms and letters, used in all materials.

Simona Didvalyte – Client Service Director in the DADADA Studio

The DADA Lithuanian graphic studio was founded in 2006 in Vilnius. It specialises in branding and designing visual identity. Its achievements include an exhibition arrangement for the Lithuanian Maritime Museum in Klaipeda.

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