



Graphics of this highly productive duo resembles club style. In some particular instances it is pure street interaction.

Ben Laloua and Didier Pascal's forte is pleasant inevitably, innate to their youth and vigor. They have already shared common success with Stedelijk Museum, Rijksakademie, Postal Service of the Netherlands and some large publishing houses in Holland. So far the scale and size of the client doesn't influence drastically the approach of the studio to their projects. That is probably due to the fact that they are young and genuinely interested in non-material values.

They are convinced that design is the instrument that is beneficial for sight, as well for thought and word. The city uses to the full extent the results of this cooperation. Let's just consider Everybody–Everything. The posters made by the studio don't only charm the viewers by the witty puns. You will never be bored waiting for your bus near a station that has been adorned by the work of the team – work out the shattered words – riend, uck and fuc (friend and fuck correspondingly) guess to the best you ability and finally just admire the firmness of typography.

You might also enjoy yourself tremendously if you visit a strange hall in the Casco cultural centre. There is nothing in this empty space, except light blue, silk flags with graphic symbols on them.

The team is not picky, they are constantly prepared to integrate fully into any project that may be of interest to them.

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