

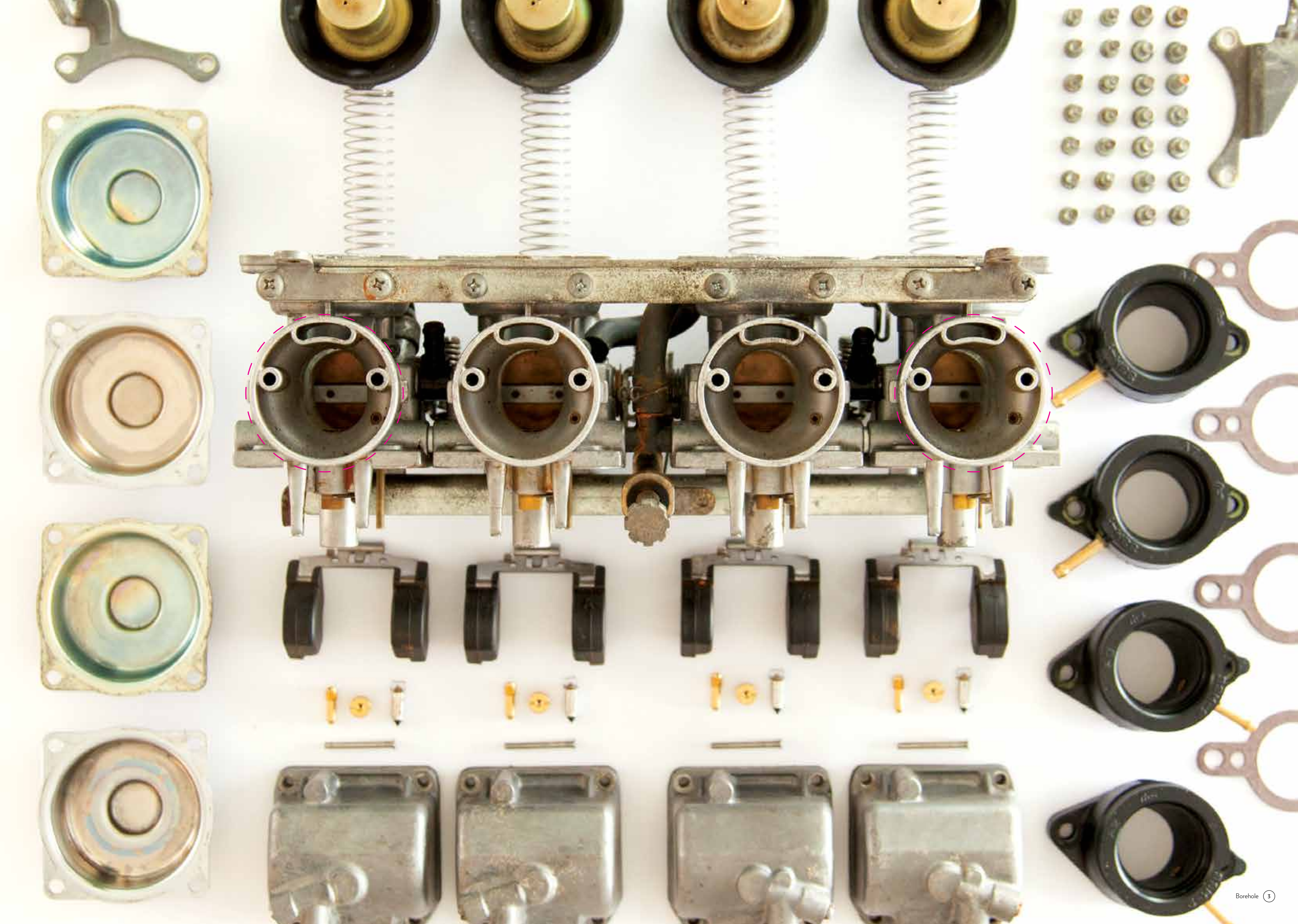


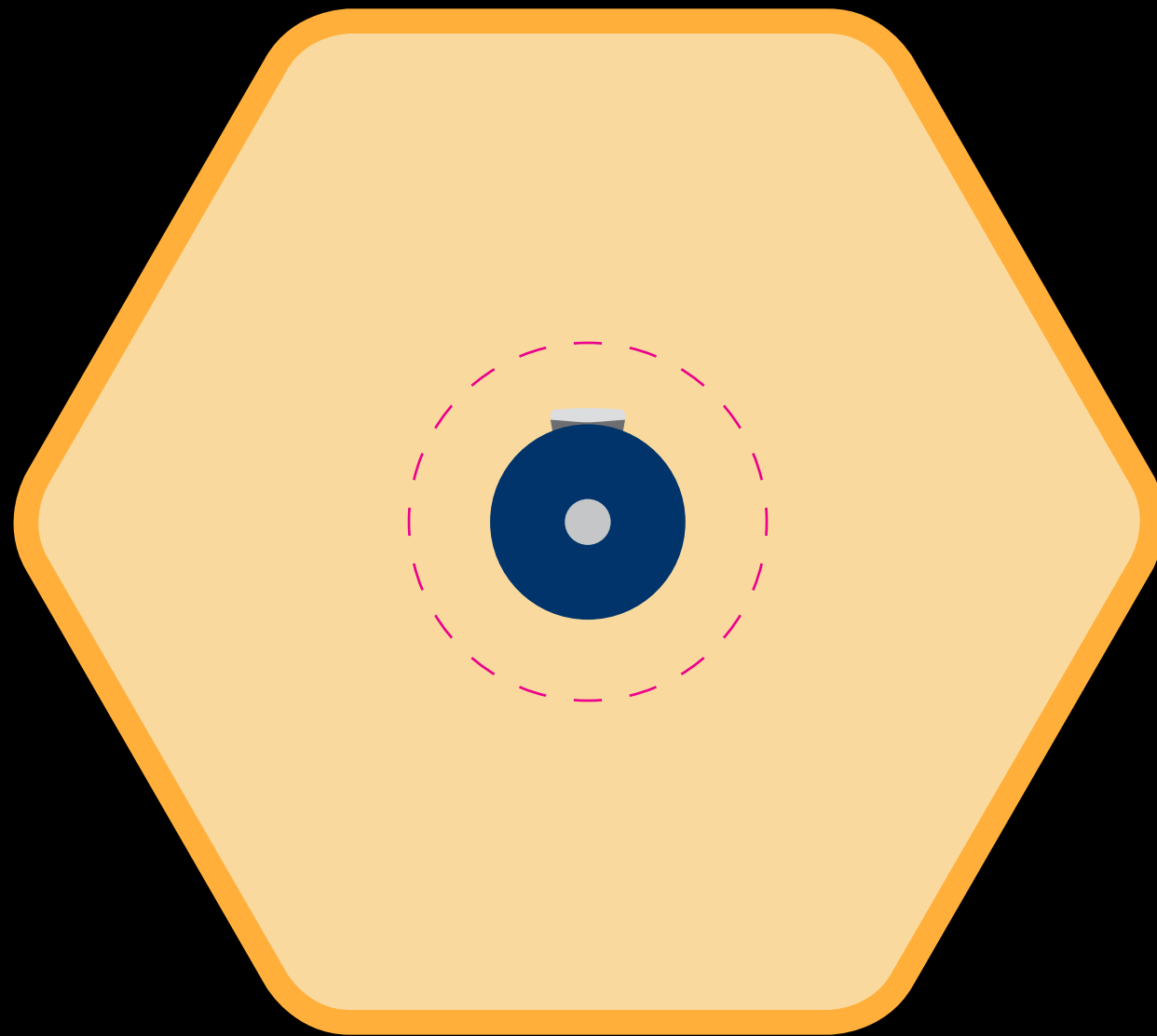


Oh, the smell of it.

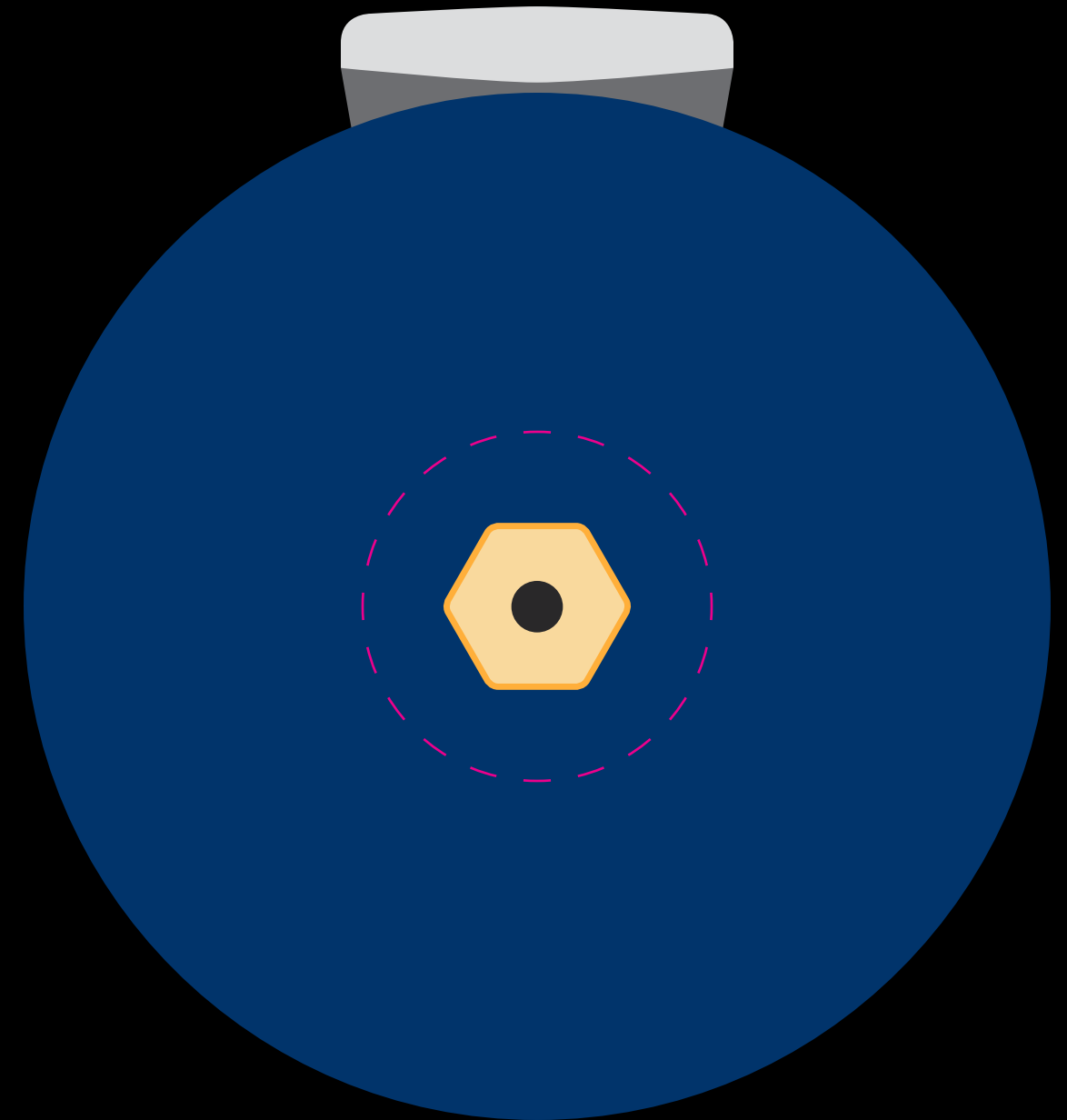
Ink on paper, that is. We love it. We're not ashamed to admit that we enjoy pushing the pages of a freshly printed piece into our faces and inhaling deeply. We think it's intoxicating and, for us, infused with a powerful sense of nostalgia. These days, most of the work we create for our clients involves pixels, but our first love will always be ink on paper – we're obsessed! And, as luck would have it, "obsession" is the theme that the people at *Wayward Arts* chose for us to tackle in this booklet. We invite you to poke around and discover the ins and outs of our many obsessions.

Viva & Co.





“I don’t know about you,
but my hand cramps when
I write a birthday card.”



I’m prepared to accept that handwriting is dead, or at least dormant. It’s a shame, but technology has stripped our hands of the ability to write – the ability to physically put words on paper. I don’t know about you, but my hand cramps when I write a birthday card.

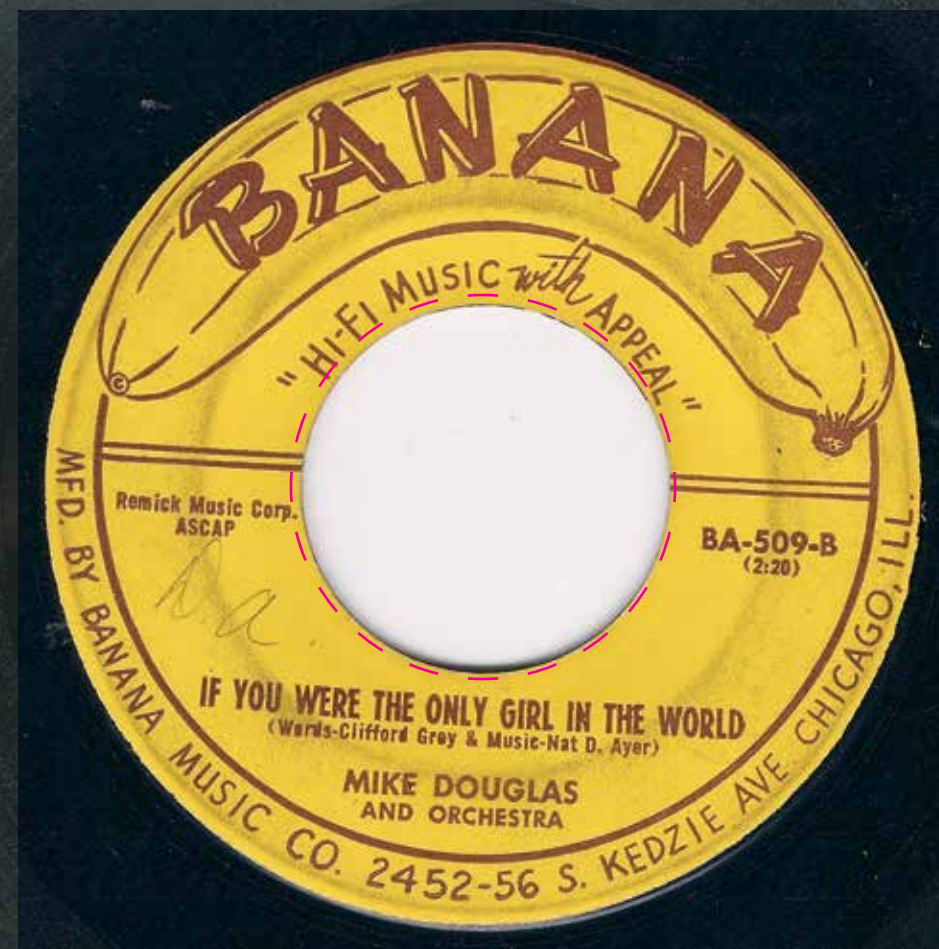
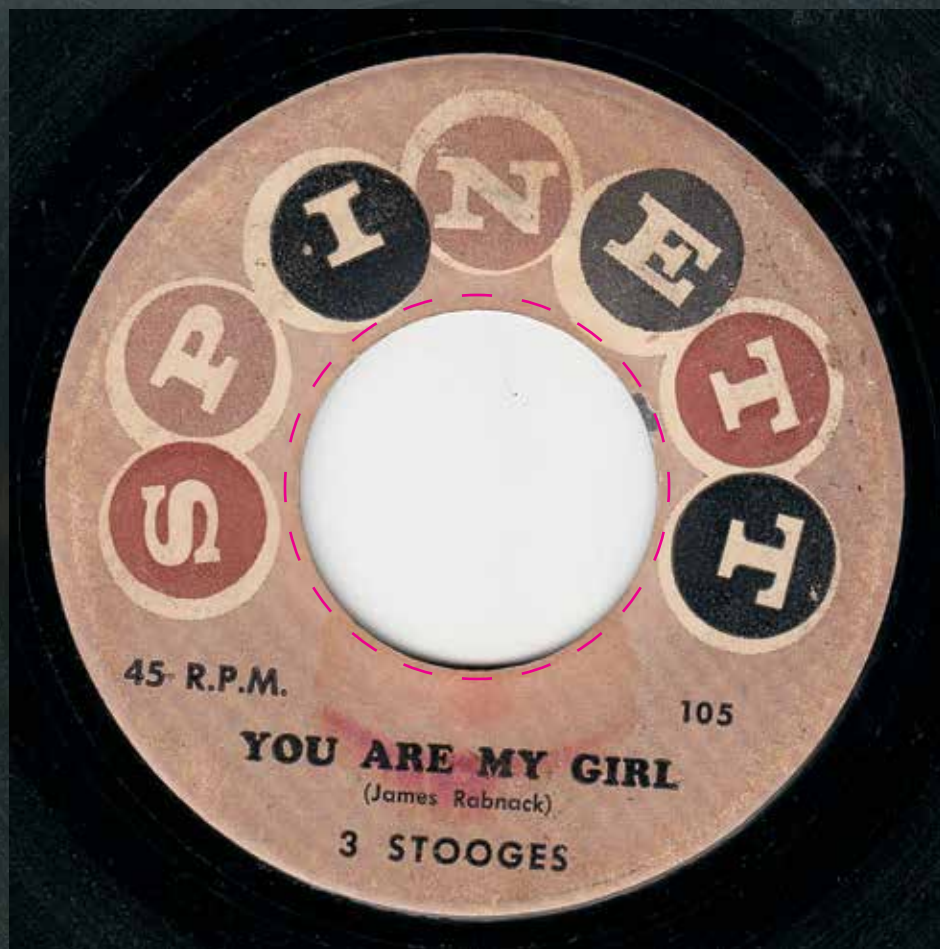
I’m less ready to relinquish grammar, spelling and punctuation – the trinity that keeps words looking and sounding smart. What the hell happened? Really, when did it become okay to mangle the written language? The average sentence these days is the equivalent of a walk around the grocery store in sweatpants (unless you’re pregnant or a track star, that’s not cool). It’s lazy. Come on, pull it together. It’s no secret that spelling can be

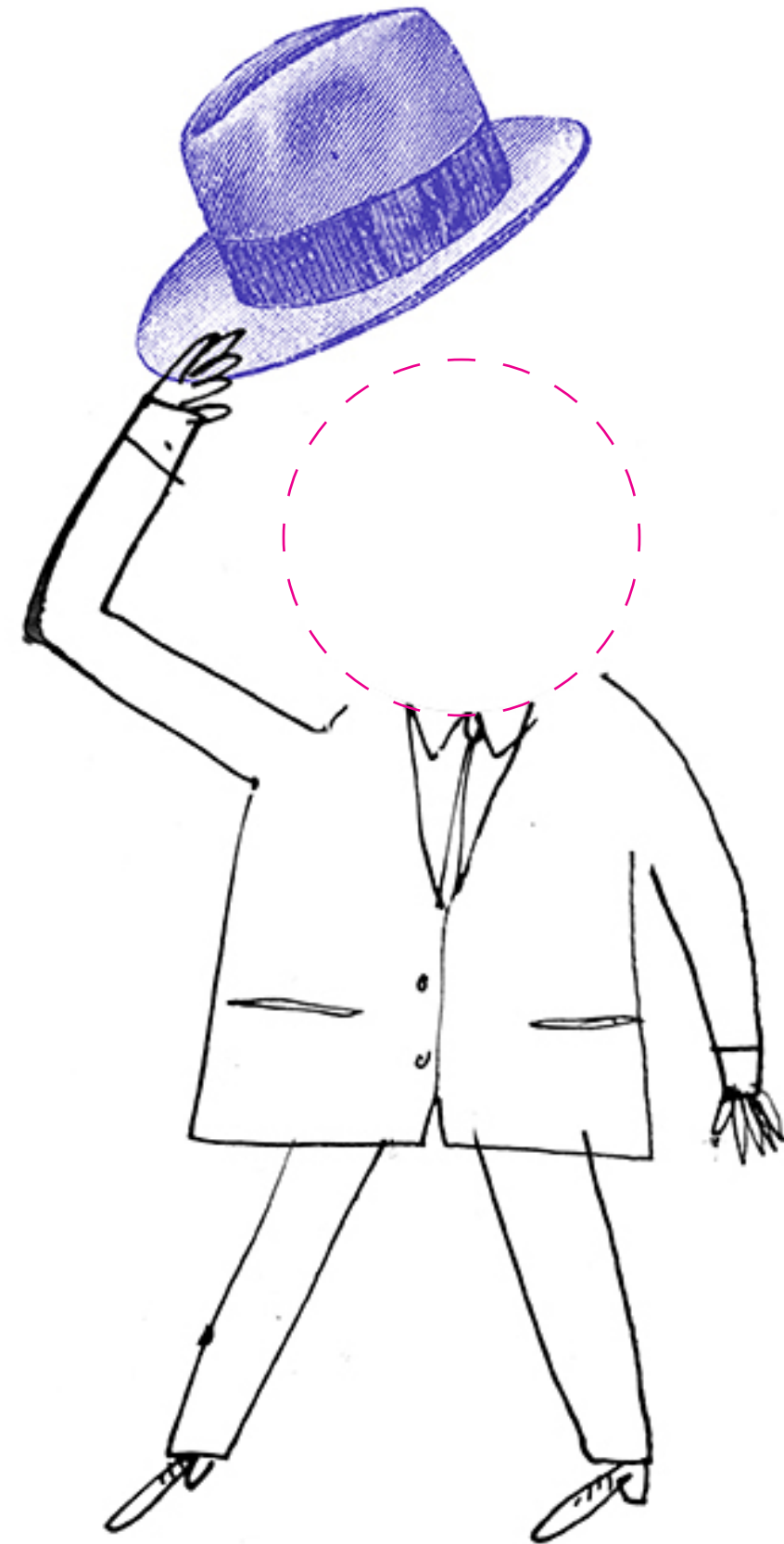
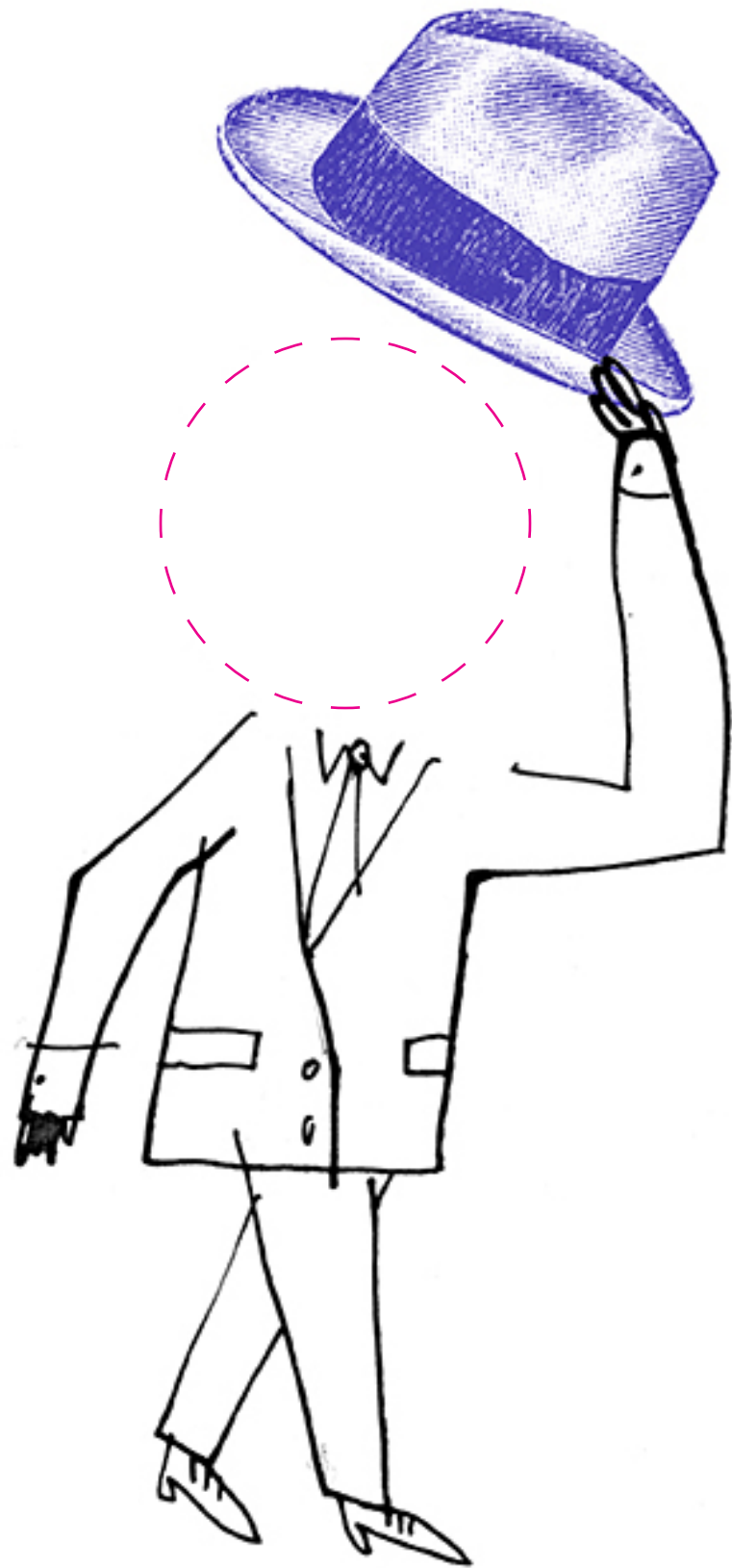
tricky, but virtually every writing instrument (save the pencil, which we don’t use anyway) uses a squiggly underline to keep us in line. And grammar, yeah, it can be a bugger. But if we keep sentences short, they’re almost always sweet. Like wedding speeches. Punctuation is actually the easiest of the trio to tame. Insert a comma where you catch your breath and put a period at the end – you can’t really go wrong. Unless, of course, you go nutso with exclamation marks. They can be a problem in the same way that yelling all the time gets boring.

I’m not asking for everyone to blather on like Conrad Black, whose command of obtuse and “wayward” words is terrifying. And confusing. I’m just calling for writing that

has some flow and structure. Don’t worry about slipping on an apostrophe or adjective here or there. The written language is like cricket – no one knows all of the rules anyway. Just do your best and try and hold to the baseline of decency. Language can and does evolve; that’s fine and dandy (though hardly a reason to laugh out loud). What it needn’t do is devolve, which is exactly what’s happening right now. We’re letting grammatical grunts and groans become the norm. Please, do your part. Don’t crucify the trinity. Put some pants on those words.

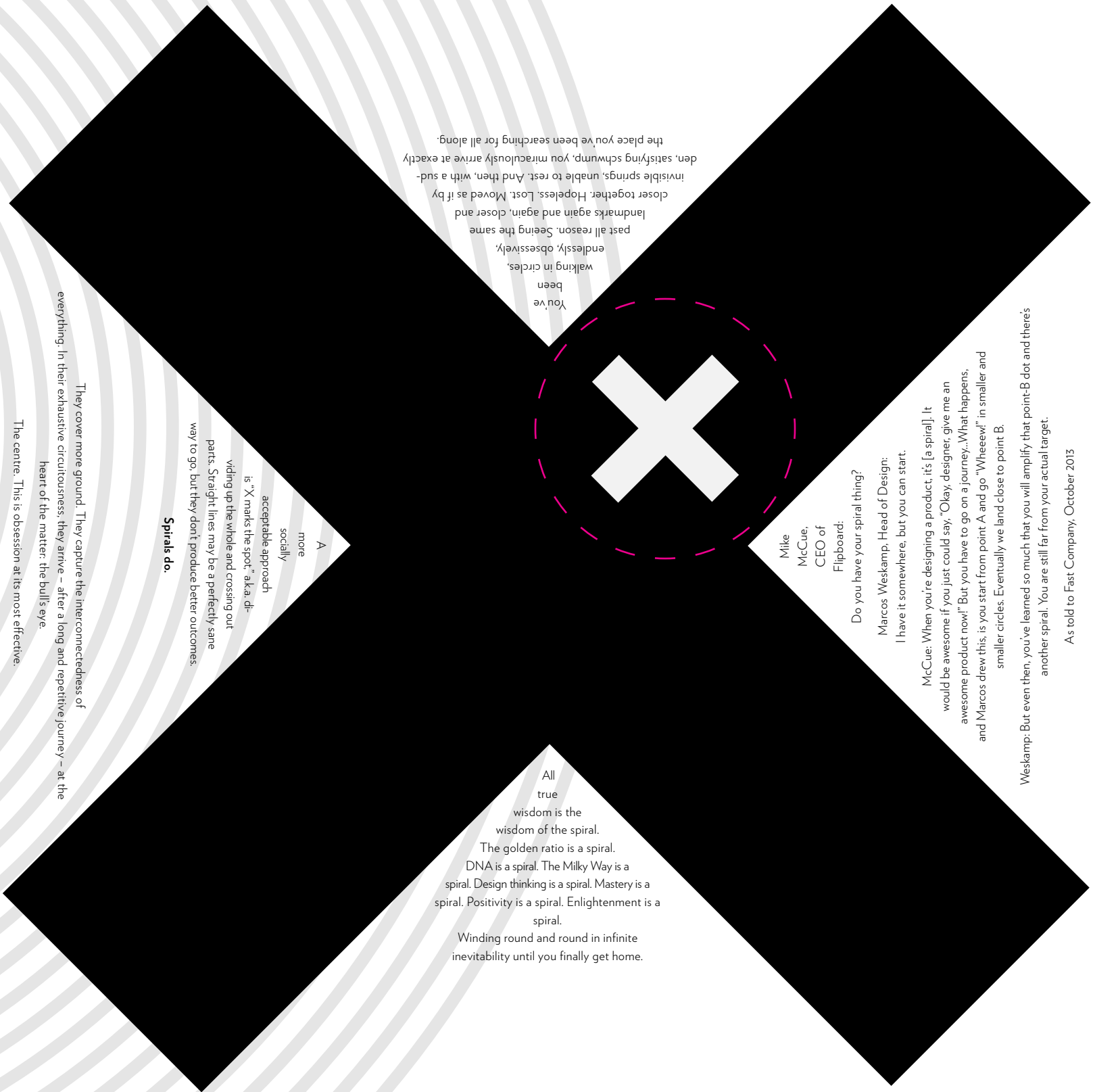












They cover more ground! They capture the interconnectedness of everything. In their exhaustive circuitousness, they arrive – after a long and repetitive journey – at the heart of the matter: the bull's eye.

The centre. This is obsession at its most effective.

Spirals do.

A more socially acceptable approach is "X" marks the spot," a.k.a. dividing up the whole and crossing out parts. Straight lines may be a perfectly sane way to go, but they don't produce better outcomes.

All true wisdom is the wisdom of the spiral.

The golden ratio is a spiral.

DNA is a spiral. The Milky Way is a spiral. Design thinking is a spiral. Mastery is a spiral. Positivity is a spiral. Enlightenment is a spiral.

Winding round and round in infinite inevitability until you finally get home.

You've been walking in circles, endlessly, obsessively, past all reason. Seeing the same landmarks again and again, closer and closer together. Hopeless. Lost. Moved as if by invisible springs, unable to rest. And then, with a sudden, satifying schwump, you miraculously arrive at exactly the place you've been searching for all along.

Mike McCue, CEO of Flipboard:

Do you have your spiral thing?

Marcos Weskamp. Head of Design: I have it somewhere, but you can start.

McCue: When you're designing a product, it's [a spiral]. It would be awesome if you just could say, "Okay, designer, give me an awesome product now!" But you have to go on a journey...What happens, and Marcos drew this, is you start from point A and go "Wheeev!" in smaller and smaller circles. Eventually we land close to point B.

Weskamp: But even then, you've learned so much that you will amplify that point-B dot and there's another spiral. You are still far from your actual target.

As told to Fast Company, October 2013



foot note*

*Note to all:







WILLI WOOD

THE

LOVE

ALL
STAR

BARON
VON FANCY

CHILD

BARRY
ALLSTAR



THE
ART

Oh



Impossible?

not

That's impossible.

It'll never work.

Let's do it.

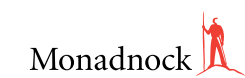


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Unsustainable?

nope

This periodical is printed on Monadnock Astrolite
Smooth 100 lb. text and 120 lb. cover. This is
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W/A

Wayward Arts is an inspirational monthly magazine showcasing the pure unfiltered spirit of Canadian graphic design. Each month a prominent Canadian design studio will design a new issue filled with innovative design, featuring specialty printing and finishing techniques. Every issue will be an unpredictable expression of creativity!

waywardarts.ca

ViVA&Co.

Viva & Co. is an independent branding and design studio. We have many more obsessions than will ever fit into this small block of text. We know that every situation demands a unique response – and, for us, that’s the fun of it. Visit us on Facebook and give us a poke.

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SPECIFICATIONS

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