



Design Beyond Time and Space AFAD has a new identity and web

The Academy of Fine Arts and Design in Bratislava welcomes the beginning of a new semester in a new design. After a longer period of time, it changes not only its visual identity but also presents its own font and renewed website. These changes were made, among others, by a tandem of designers Andrej & Andrej (Andrej Barčák and Andrej Čanecký).

“Art schools are intended to update its visual identity in certain time intervals. We are not a commercial brand but we are an open and dynamic school which should communicate its situation according to the changing times. We are a school which should go against the flow,” said the AFAD’s rector Bohunka Koklesová.

After several years, we at the Academy of Fine Arts and Design in Bratislava decided to change our visual identity. However, during our research of its history, we haven’t managed to track down a relevant development path of the logo or any other school’s design (apart from a few recent ones). In a post-truth era, when the world swarms with countless hoaxes, using the method of speculative design, we’ve created an alternative history of the AFAD’s logo.

Andrej & Andrej were inspired by the Pálffy coat of arms which appears on the facade of one of the school’s buildings in Hviezdoslavovo Square. The building was donated by this family for artistic purposes. In the hands of designers, the coat of arms with the motif of the deer takes different shapes through time, reflecting not only political changes but also artistic styles. Nevertheless, our deer doesn’t represent only a hollow symbol or a nice picture; in the future, it will take its own stand and positions in social events.

“The logo of our school is designed so that we can invite any other logo of a movement with which we as a school want to associate. And, for me, this is one of the most beautiful things that we have accomplished. The deer will stand side by side with the Polish red lightning bolt or it will enter into the partnership with an environmental movement VLK (the WOLF) or it will stand up for a specific community in need, sometimes it will be covered in rainbow colours, while at other times it will be covered in grief, mourning the victims of terrorism. Our deer will have a lot of responsibilities and I think that it will handle them quite well, because unlike other deer, this one is gender-correct, it adjusts its own ego for the benefit of others and it has a sense of humour about itself—even if one of its antlers falls down,” adds rector Bohunka Koklesová.



On this occasion, a brand-new font was created for our school, which will be used on official documents, promotional materials and our renewed website. In comparison with the previous one, this one is more user-friendly, responsive and its visitors can easily find all the information, projects and exhibitions taking place at our school as well as behind its walls. Our Medium Gallery will also get its new design. The school's font will be used on its logo and posters, but the gallery will have its own identity.

Collaboration in the preparation and realization of the project:

Visual Identity, Font, Animation: Andrej & Andrej (Andrej Barčák, Andrej Čanecký)

Web Design: Martin Kahan, Andrej & Andrej (Andrej Barčák, Andrej Čanecký)

Project Consultant: Palo Bálik

Web Development: Juraj Kapsz

Web Structure: Jana Gavalda

Font Consultants: Ondrej Jób, Michal Tornyai, Matej Vojtuš

Sound Design: Martin Zaujec

Design Support: Matej Mihályi, Kristína Uličná

Collaboration in the First Phase of the Preparation of Identity: David Kalata

You can find all the information concerning the new visual identity, as well as an interview with its authors, [on our website](#).

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