

INKSURGE

Two friends from Philippines

www.inksurge.com

An interview by Fupete (www.fupete.com) & Gerjka (www.gerjka.com) for Design(Radar)



Inksurge, Inksurge... what does it means?

Inksurge was formed 2002 out of our frustration of doing websites in an IT firm, and it also serves us our online experimental playground to let other designers see what have we been up to. Inksurge is a reflection of our personalities aside from being a graphic design studio. It has been our life for 4 years now, we are working fulltime since 2004.

Most of the contents of your website follow a coffee blend metaphore, you have launched your website since 2003 with a special project about coffee with artists from all over the world. So... why coffee?

We are coffee dependent. Without it, our mind does not function very well for the day. We have been brewing ideas with it since the very start, so it plays a big factor in our process and our lifestyle.

Jois and Rex, who are you?

Rex Advincula - Co-founded the online design portal Halfproject (www.halfproject.com) with Drew Europeo and Nicc Balce, and along with that created and maintains a site called Zoorex (www.zoorex.com) which spawned clients like Nintendo Europe (via Media Monks) and book appearances from World Wide Designers 2007(Edition Populair) and Great Graphic\$ on a Budget (Dixonbaxi). A graduate of B.S. in Information Technology, and took the opportunity to be an associate designer from the 25*8 where Joyce is working already as a web designer.

Jois Tai - A graduate of B.S. in Computer Science, but realizes that she's not geek enough in getting a job on that field. And soon after she went to study B.A Computer Arts in San Francisco, went back home and ended up working as a web designer for 25*8, an IT firm for about 2 years, then resigned and decided to finally settle for what she wanted exactly, a collective studio of her own.

What do you love doing when in your free time?

We both love to read and play with our DSLite, going to exhibits or watch a local band gig.

Who are your favorite artists and people who are doing culture?

Rex: Stefan Sagmeister, Karlssonwilker, Phunk Studio, Shepard Fairey

Joyce: Sagmeister, Milton Glaser, Tibor Kalman, Bansky

Can you explain us the process behind one of your artwork?

Image 2 - The work "We Strive for Power" is a remix of the work that we did for Tiger Translate GOLD. We are used it as an exhibit piece and was printed in canvas.



And: show us 2 artworks chosen from your archive, if you want.

Series of poster/catalog for The Drawing Room Gallery (Image 3).

Tiger Translate GOLD entry entitled "We Strive for Gold". Image 2 was a remix of it, but the main idea for it revolves around how asians work very hard to aim for gold globally (Image 4).



Image 3

Image 4



You are living in Manila (Philippines)... How is living there? And how are the weather, cinema, clubs, art, design, illustrations? Communities around?

Rex: I think its an exciting place to live in! Art and Design has finally taken off with the new venues and group initiatives that has happened last year. The weather is kinda strange, last summer was really hot! The music scene here is always BIG as usual for some of our local bands here made several out of the country gigs which is good. I don't really know about the Philippine cinema, as we really don't have time to enjoy loads of it these days. The community in general is great =)

You have been involved in Halfproject since the beginning... like our Design(radar or the international surfstation and k10k, for examples, it was one of the first ezine+community around; it exists since a lot of time... could you tell us something more about this project? Is it closed? Will it relaunch soon? Will it be a blog (like the last light-trend suggest)?

Rex: We planned to launch it last year, but due to our work and schedule, we didn't pull it off. Yes, it will relaunch very soon! We are still on the "planning" stage of what to retain and archive, and how the technical aspect of it is going to run in the long-term. We are not planning it to be just a blog, we still wanted our own style into it, still the good 'ol halfproject with a little bit of technical improvement =)

Europe... I remember that you have been in Spain at OFFF some years ago... what do you think about our continent and scene?

Rex: It has been a dream for me! I really love everything there! I wish we had more time to discover the other places!

Joyce: It was one of the most memorable trips of our life. It was a short trip but it was all worth it, especially the hell we went through to get our visas processed!

NYC is the Scene about art since many years now... CHINA seems to be the next scene about art... have you ever been there? What do you think of?

Rex: I haven't been to China. I really think that the Asian scene is really doing great and more of it will be on the headlines this year, but I guess that would also depend on how the other art capitals will be doing.

Joyce: I was in China more than 10 years ago, and based from what I've seen online, it's a just total opposite from then, everything is modernized now. But I hope that from doing so, they will not forget in keeping its culture and transform themselves too much to western influences.

Overall, I'm just so glad that artist in Asia is now getting recognized by the major art venues. Just recently, we knew a gallery who were part of Art Basel in Miami, a big step for our fine artist here.

You have done many International collaborations (festivals, designers, brands)... so, Philippines are like a center point in the middle of all? Any other artists from Philippines?

Rex: You can call it a melting pot of other cultures => Other artists here that we have been constantly collaborating with: - Team Manila, Electrolychee, Everywhere We Shoot, 2720, Guadamedia, Acid House, Grafikas, The-Null...

Last but not least, tell us what do you want for the future and show us a final artwork or photo for the interview?

Rex: I don't really look forward for the future, I just wanted to stay focus on the current =>

Joyce: Yes, we focus more on what we do now. We have wish list on what we want to accomplish with our career but we don't plan for things to happen. We take it one sip at a time!

