

WonderLab

By WGSN Print & Graphics team, 08 August 2011

In a move on from the post-nature influence of our autumn/winter 2012/13 Eco Hedonism macro trend, Wonderlab sees science beginning to influence a new engineered aesthetic. Microscope imaging inspires a new bio-psychedelic art of wondrous organisms and structure, while the thirst for scientific knowledge leads to a new playful incarnation of the nerd.

Print and graphics are fluid and intriguing, exploring the micro structure of organisms and body-contouring shapes. Be inspired by the science laboratory and all it encompasses, from technical apparatus to diagrams and terminology.



Research & Reference

LAB/LINEAR/MICRO IMAGING/BIO-PSYCHEDELIC

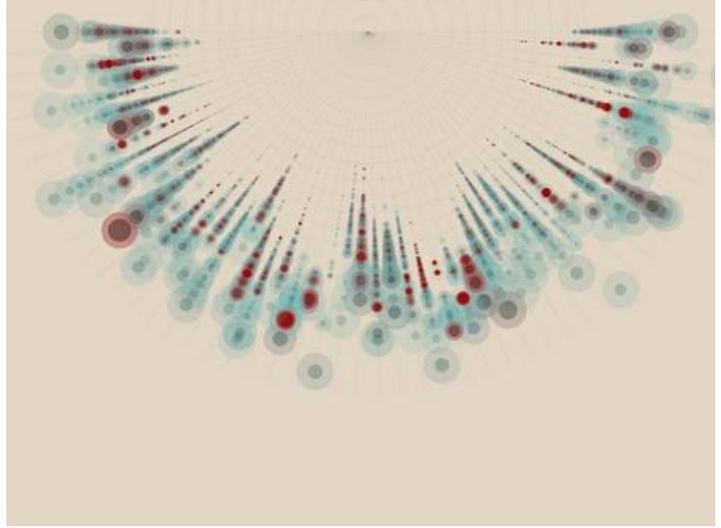
LAB

Look to the laboratory for inspiration, and let apparatus, diagrams and terminology inspire your designs. Take a look under the microscope and interpret what you see in a clean graphic way, from flowing wave forms to

graphic charts and nerdy experiments.



Dirt: The Filthy Reality of Everyday Life, Wellcome Trust



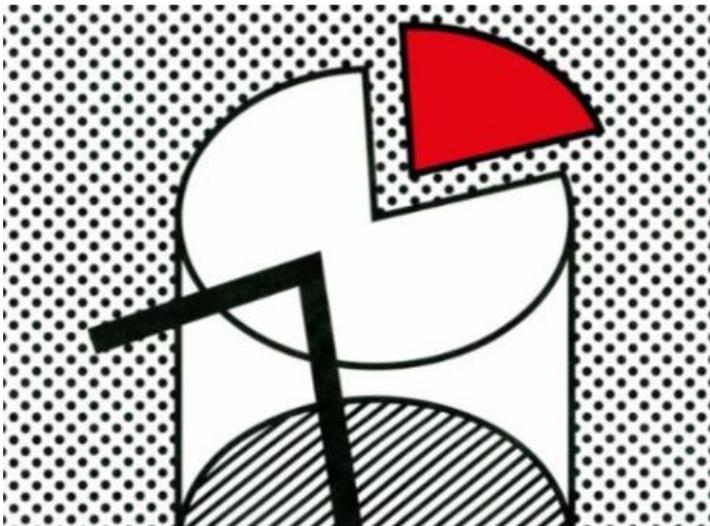
Eyeo Data Visualization sketch by Jan Willem Tulp

Dirt: The Filthy Reality of Everyday Life is an exhibition at London's Wellcome Trust which explores the avoided and often misunderstood subject of filth and bacteria. Dinner guests learned to distinguish muck from microbes and grime from germs in an accompanying Dirt Banquet hosted by guerilla science collective and food biologists Bompas & Parr.

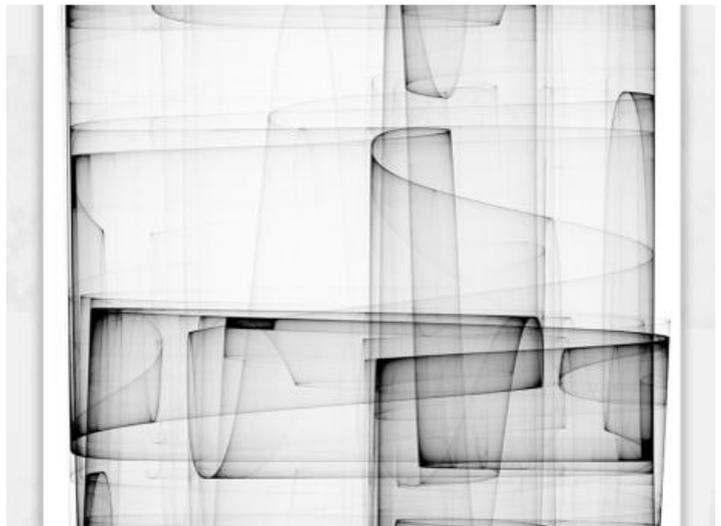
www.wellcomecollection.org

Jan Willem Tulp is a freelance information visualiser. He methodically takes data from around the world to produce charts that are both informative and immensely beautiful. This way of interpreting data could be applied across many categories of scientific findings.

www.janwillemtulps.com



Slice and Soda album art



De Jong (10-1) by Holger Lippmann

Slice & Soda is a collaboration between French producer Para One and US East Coast house vocalist San Serac. Their album artwork is a clear indication of how hipster music, graphics and science merge to create a new, cool aesthetic.

Holger Lippmann's digital art is influenced by the sounds of electronic music. Each image is created using Peter de Jong's map equations through a Graphic User Interface (GUI). The final pieces of art visually represents the abstract waveforms of

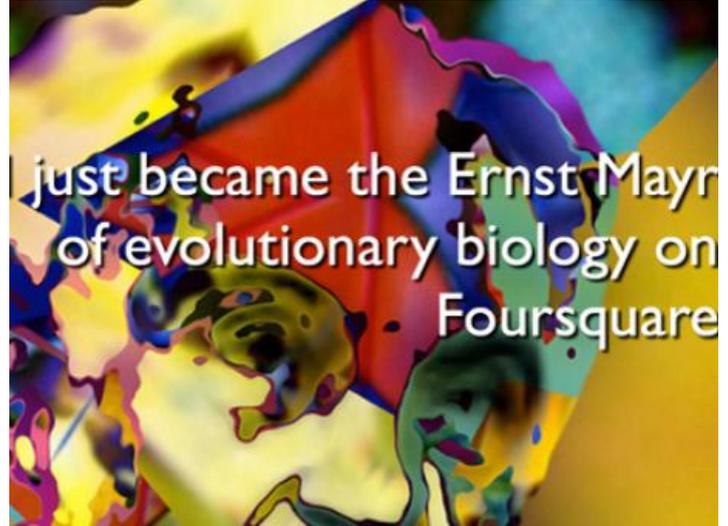
Check out the tunes at boomkat.com

sound.

e-art.co



Raw Colour



Hipster Science

Take inspiration from lab equipment and scientific experiments utilising test notes and labels. Use lab strips to inspire an updated dip-dye effect to create fluidity through multiple textures.

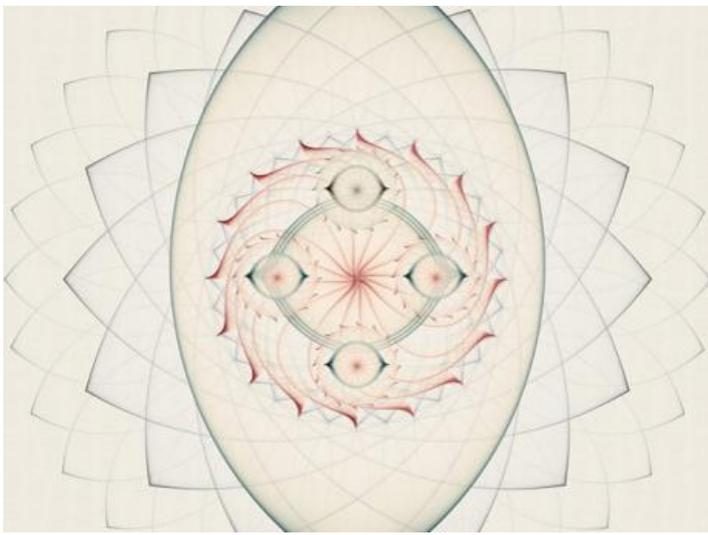
www.rawcolor.nl

Originating in Brooklyn, New York, and written by science students and enthusiasts, Hipster Science is a Tumblr blog and Twitter account that sports the tagline "I was into science before it all went mainstream". With hilarious Tweets like "I just curled my moustache into a mobius circle. Infinitely ironic", it mocks the emergence of the hipster scientist.

hipstersci.tumblr.com

LINEAR

Clean lines are a great way to interpret Wonderlab graphically. Sharp, precise diagrammatic studies are perfect ways to create abstract renditions of organic forms. Explore string art for extra surface detail: these complex geometric shapes can very easily mimic complex mathematical theories but with a softer, more textile-like feel.



Attempts 5 by Cristian Boian

Romanian graphic designer Cristian Boian inspires us by creating exceptionally beautiful and complex digital art. Mathematical in approach, the linear and symmetrical style of these works has a scientific beauty, demonstrating how fragile and delicate digital art can be.

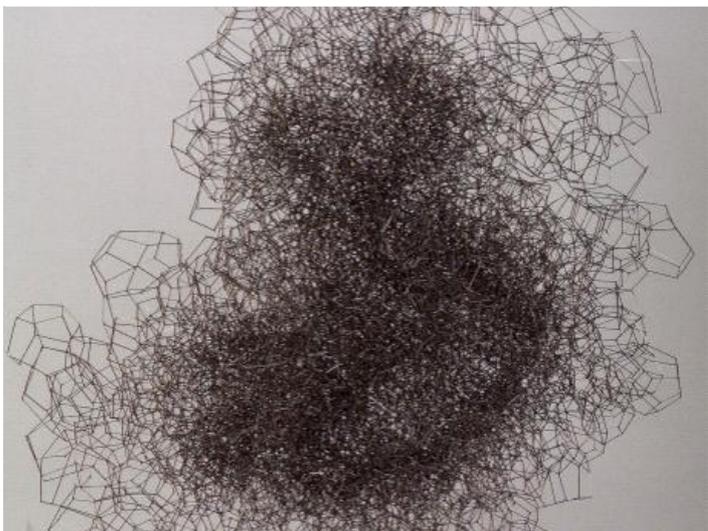
www.behance.net



Plexus no. 4 by Gabriel Dawe

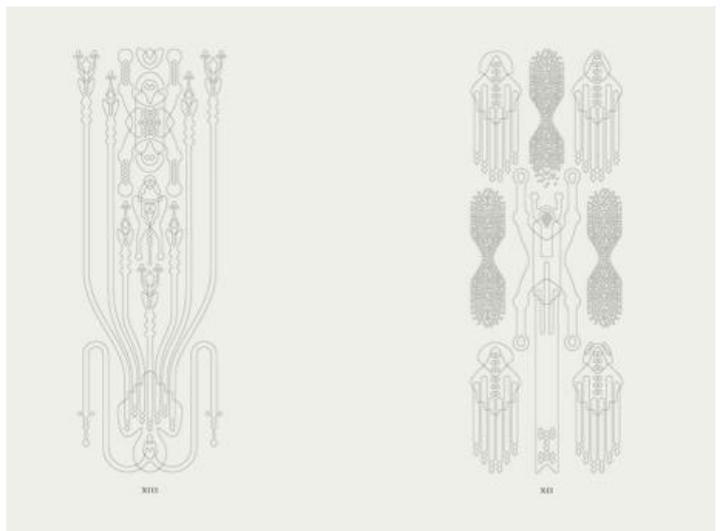
Mexican graphic designer Gabriel Dawe started to explore traditional crafts after moving to Canada in 2000. Today his work has evolved into large-scale thread installations in spectacular colour spectrums. His created environments deal with "notions of social constructions and their relation to evolutionary theory and the self-organising force of nature".

www.gabrieldawe.com



Drift III by Antony Gormley, 2008

Drift III, currently at the [Royal Academy summer exhibition](#), is one of a series of works by British artist Antony Gormley in which he attempts to map space and uses the human form. The resulting larger-than-life installations have been described as expanded diagrams of microscopic structures and landscape-like gestural



Oltre Dove by DWA Interior Architecture

Oltre Dove is a project by DWA Interior Architecture. Albert Dürer has designed 14 panels each containing abstract linear structures representing timeless objects that seem to come from some remote future. Some panels feature familiar shapes while others depict jarring, incongruous forms.

drawings. The cellular and web-like formations are perfect for graphic interpretation.

These abstract studies are perfect inspiration on how to translate biological organisms and microscope imaging into graphic motifs.

cargocollective.com

In-betweening Clock_Hye-yeon Park

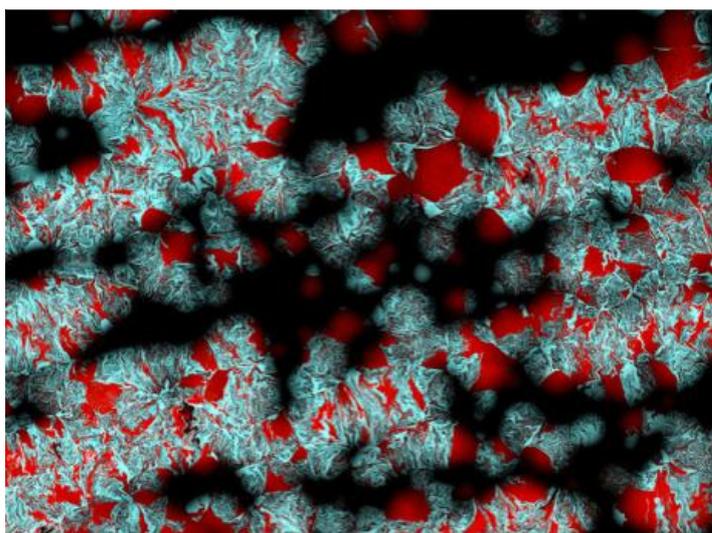
from hye-yeon.park on [Vimeo](https://www.vimeo.com/) .

Hye-Yeon Park's In-betweening Clock explores the notion of seamless time and movement. She says: "In reality time is not something we can pin down since at the moment of marking a moment, time has already moved on from that point". Each number as time passes merges into the next in one continuous and seamless action.

hyeonpark.com

MICRO IMAGING

Micro imaging looks at biological organisms in microscopic detail. These sophisticated cellular and molecular studies offer so much inspiration for contemporary print design. Explore these otherworldly forms to create new textile patterns and graphical structures.



Fluorescent Bacteria by Fernan Federici



Microscopic image by Spike Walker

As a member of the Haseloff group at Cambridge University, biologist Fernan Federici works with architect David

Well-known photo-micrographer Spike Walker generates stunning colours using a fluorescent microscope. At the age of 10 he

Benjamin of Columbia to record the visual effects of bacterial patterns. This research is part of Synthetic Aesthetics, a project run by academics at Cambridge, the University of Edinburgh and Stanford University, which works to bring together biologists, designers, artists and social scientists to help with the work of designing, understanding and building the living world.

syntheticaesthetics.org

www.flickr.com

www.haseloff-lab.org



Nikon Microscopy 2010 Small World contest

The annual Nikon Small-World competition showcases leading photomicrography talent and the beauty and complexity of life through a light microscope. Biological subjects such as cells, proteins and an array of life forms create unparalleled imagery enriched with abstract shapes, intricate patterns and illuminating colours usually unseen to the naked eye.

www.microscopyu.com

began experimenting with printing directly from his microscope onto photographic paper and today he runs an imaging laboratory exploring the colour energies of microbiologies.

www.microscopy-uk.org.uk



Drew Berry

Drew Berry is the award-winning biomedical animator recently famed for his DNA Art contribution to Björk's latest project Biophilia. Berry usually works from scientific papers and journals. His biomedical visualisations are digital recreations of sophisticated cellular and molecular processes. His idea is not to dumb-down science but portray its complexity with rich, detailed and evocative visuals.

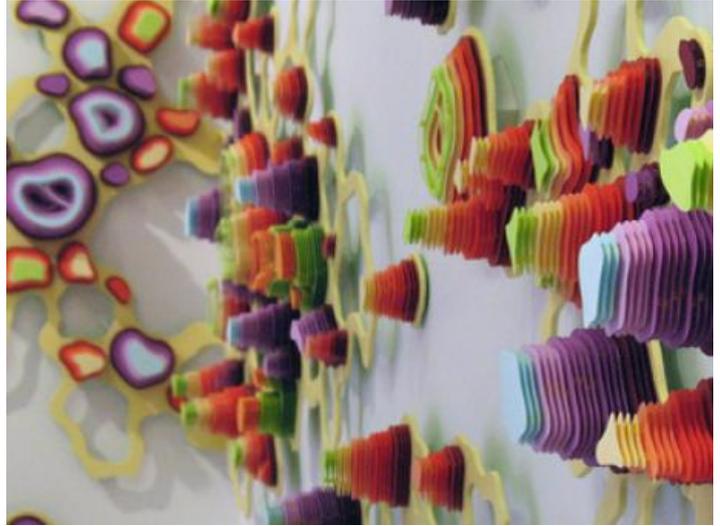
cgsociety

biophilia

Bio-psychedelic looks at the entire Wonderlab theme and creates an explosion of fantastical spectrum-inspired designs. Look at fluid and morphed typography, abstract painting and new digital collaborations between art, science and music.



Ling Magazine issue 12, illustration by Pablo Abad



Percusive Art by Charles Clary

Pablo Abad is a gifted graphic typographer. He cites his inspiration as geometry, surrealism and the esoteric world - what we love is the fluidity of his structures. This artwork was created for an article about a new technology being developed in Toulouse using the energy residents produce by strolling around their city to power street lamps.

www.pabloabad.com

Charles Clary is an American artist who specialises in creating 3D sculptures using layers of hand-cut paper. Natural and organic forms like bacteria or topographic formations inspire his work. The fluid style of these relief sculptures gives them a sexy science appeal, while also exploring the ideas of 3D decoration and print.

[percusiveart](http://percusiveart.com)



Painting by Yago Hortal



Celebrity by Kenji Hirasawa

Berlin-based artist Yago Hortal creates colourful acrylic-based abstract artwork which reminds us of microscopic photographic imagery, but with an artistic, fluid style which would lend itself

Kenji Hirasawa uses an infrared lens to photograph famous waxworks with people. The aim is to remind us that we are human through the documentation of temperature. The infrared radiation plays

well to print.

yagohortal



Untitled Cloudscape by Tchmo

Canadian graphic artist Tchmo takes a different approach to the interpretation of nature. He creates dazzlingly colourful prints "mashing" together different organic imagery. The effect is a beautiful and ethereal observation of the world.

Tchmo

with contrasting colours and distorted linework. It shows up otherwise invisible qualities of hidden natural beauty.

Björk's Biophilia app, created in collaboration with Scott Snibbe, M/M (Paris), opens with a kind of manifesto on nature, music and technology, written by Björk and the Icelandic poet and author Sjón, and narrated by David Attenborough. Visually it is exciting, cosmic and linear; conceptually it shows the emergence of more and more interest in science as a partner to art.

Björk