

Some information on this page is only available in Dutch

## LUKAS ENGELHARDT

Hi, I'm Lukas, a graphic designer based in The Hague.

I graduated from the graphic design department at the KABK in Den Haag in 2018. In my work I often look westwards, towards California, at designs made from metrics and the polished surfaces that define so much of our lives. Writing is a big part of my practice, but my work hardly ever ends up in written form. I experiment a lot with new media and see video as a central part of my practice.

### WEBSITES

personal website

[www.lukasengelhardt.net](http://www.lukasengelhardt.net)

art work

[borderlessdesign.lukasengelhardt.net](http://borderlessdesign.lukasengelhardt.net)

art work

[ohtheplaces.net/](http://ohtheplaces.net/)

bachelor thesis

[thesis.lukasengelhardt.net](http://thesis.lukasengelhardt.net)

### SOCIAL MEDIA

[instagram.com/lukasengelhardt](https://www.instagram.com/lukasengelhardt)

### EDUCATION

2016 - graphic design Den Haag, Koninklijke  
2018 Academie van Beeldende Kunsten diploma

2013 - graphic design Rotterdam, Willem de  
2016 Kooning Academie

### EXHIBITIONS

2018 Graduation Show KABK Den Haag,  
Netherlands KABK graduation show  
2019 [www.kabk.nl/agenda/graduation-festival](http://www.kabk.nl/agenda/graduation-festival)  
Group

2018 Rijksakademie Open Studios  
Rijksakademie van beeldende kunsten  
Amsterdam, Netherlands I produced an  
animation for one of the residents at the

### PROJECTS

2018 41 Shades of Blue Den Haag, Netherlands  
[lukasengelhardt.net/#41ShadesofBlue](http://lukasengelhardt.net/#41ShadesofBlue) My  
graduation work, video, 18 minutes. Metric  
driven design, the foundation of the the  
surfaces we navigate online on a daily basis,  
yet an alien world to a graphic design  
student in 2018. During my graduation I  
tried to understand this new design  
paradigm and ended up with a short  
documentary about A/B testing. At least

Rijksakademie  
[www.rijksakademie.nl/ENG/rijksakademieopen/](http://www.rijksakademie.nl/ENG/rijksakademieopen/)  
Group

2018 Istanbul Design Biennial ARTER  
GALLERY Istanbul, Turkey Participant in  
Istanbul Design Biennial  
[aschoolofschoools.iksv.org/](http://aschoolofschoools.iksv.org/)  
Group

2018 A Really Fake Future ISO Amsterdam  
Amsterdam, Netherlands Group  
exhibition organized by Karen Huang  
and Jason Page at ISO Amsterdam  
[areallyfakefuture.com/](http://areallyfakefuture.com/)  
Group

2017 Declaring Reason Meermanno Museum  
Den Haag, Netherlands Project in  
collaboration between KABK and  
Museum Meermanno  
[www.meermanno.nl/declaring-reason-  
eng](http://www.meermanno.nl/declaring-reason-eng)  
Group

2017 Ultratane Biennale internationale de  
design graphique de chaumont  
Chaumont, France Interactive VJ  
performance at the international  
graphic design biennale in chaumont  
[www.centrenationaldugraphisme.fr/le-  
signe](http://www.centrenationaldugraphisme.fr/le-sign)  
Group

online, every small design decision can be tested: Chose the blue or the red button to optimise your conversion rate. A/B testing, formerly a tool used by a handful of tech giants to sell more products, has now become a product in itself. With the help of a number of platforms, you too can make your design decisions based on metrics—and you don't even have to understand how it works! 41 Shades of Blue is a mostly-true documentary that explores the origins, the implications and the future of this new, evidence driven design practice. Between the Uncanny Silicon Valley and the Black Rock Desert of the Real it digs through layers of branding and looks at a world in which data has made design obsolete.

2018 PS: Magic 001 Den Haag, Netherlands  
[lukasengelhardt.net/#PSMagic001](http://lukasengelhardt.net/#PSMagic001) My bachelor thesis. The term magic is very elusive. A lot of people might first think of dragons, dwarves and elves. Others might think of crystals, reiki, and tarot cards. Real, or imaginary, magic seems to be about knowledge and control over the true workings of the world, its hidden powers, and one's position in it. Etymologically, magic comes from Old Persian and might have described someone able, in possession of power. Magic has been invested with positive and negative connotations alike through the centuries. Under Christianity, it meant anything to do with paganism or witchcraft and suspected practitioners were burned at the stake. Occult societies, on the other hand, saw magic as the way to spiritual enlightenment. Scholars argue about whether magic and religion can even be treated as different things, and due to its ambiguity the term magic has rarely been used in academic papers since the 1990s Colloquially, however, magic is everywhere. And it's ungraspable, not just as a term. Stage magic for example relies completely on the deception of the audience. Magic is something that cannot be explained—whether it's because one cannot explain it (lack of understanding) or because it actually cannot be explained (supernatural). Magic is something that just works. In this way, magic is quite similar to, for example, technology or the economy—the things we believe in today, instead of magic. Ultimately, magic is a belief system (or

several) and these beliefs have been communicated and upheld through different media. Letters could be shaped into amulets, rituals are held in digital environments. Both images and (hyper)text have even been invested with magical qualities themselves. In these cases image making and magic coincide, and the image maker becomes a magician. Magic images can be black boxes or white boxes, and image makers can be black-hat or white-hat magicians. I'm trying find out what makes these images magical and what this magical perspective means for the practice of graphic design. In my thesis I discuss in three parts how magic is connected to literacy, how magic is mediated through images, and, ultimately, how image makers can be magicians. I'm wondering: what is the role of the designer in a world full of magic and can he use magic to create his own world?

2018 Borderless Design Istanbul, Netherlands [borderlessdesign.lukasengelhardt.net](http://borderlessdesign.lukasengelhardt.net)  
Interactive Collage. As more and more refugees arrive on Europe's shores, their struggle is communicated to us through a flood of beautiful images: professionally taken photographs, well composed and edited for maximum effect. As nothing about the situation changes, the same goes for these images: same props, same scenery, same image treatment—the only variable are the people on the boats. Borderless Design explores this endless sea of aesthetics by leaving out this variable and focusing on the constants. An endless, interactive collage of rocks, waves and sky —and the occasional orange vest.

## AWARDS AND GRANTS

2019 NETWORKS Rotterdam, Netherlands  
Me and Paul Bille received NETWORKS funding from MAMA in Rotterdam for a project relating to the ideas of squatting, dropping out, and critically thinking about social media in December 2019.

## SECONDARY ART-RELATED ACTIVITIES

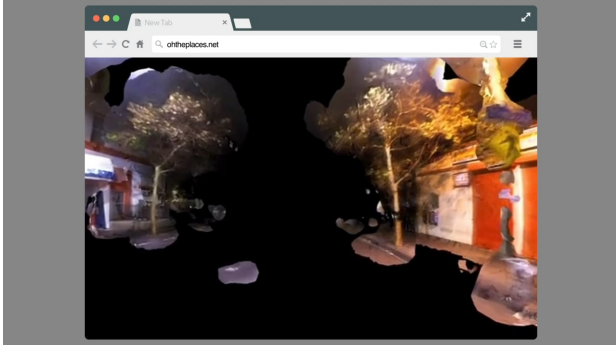
2019 - teaching/workshops at Rijksakademie in Amsterdam and KABK in Den Haag  
2019 On-going



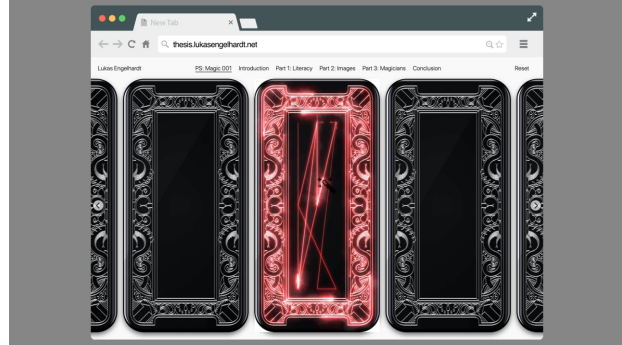
41 Shades of Blue, 2018



A Really Fake Future, 2018



Oh the Places, 2018



PS: Magic 001, 2018



Borderless Design, 2018  
interactive collage



Sunlight Vandalist, 2018  
animation, 03:25

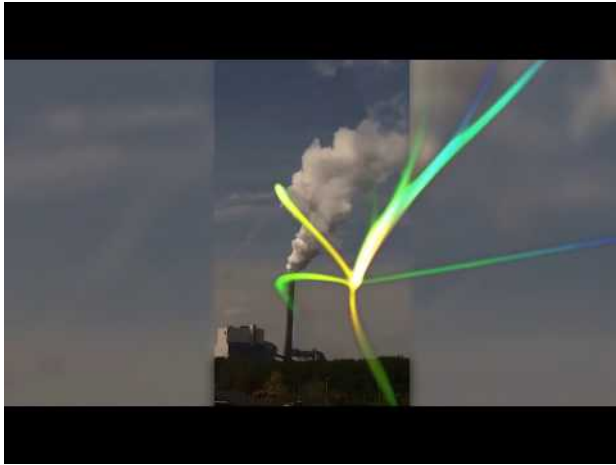


van der Capellen tot den /pol/, 2018  
Metal, Fake leather, video, 11:18



PS: Magic 001, 2018

My Vimeo channel



van der Capellen tot den /pol/