

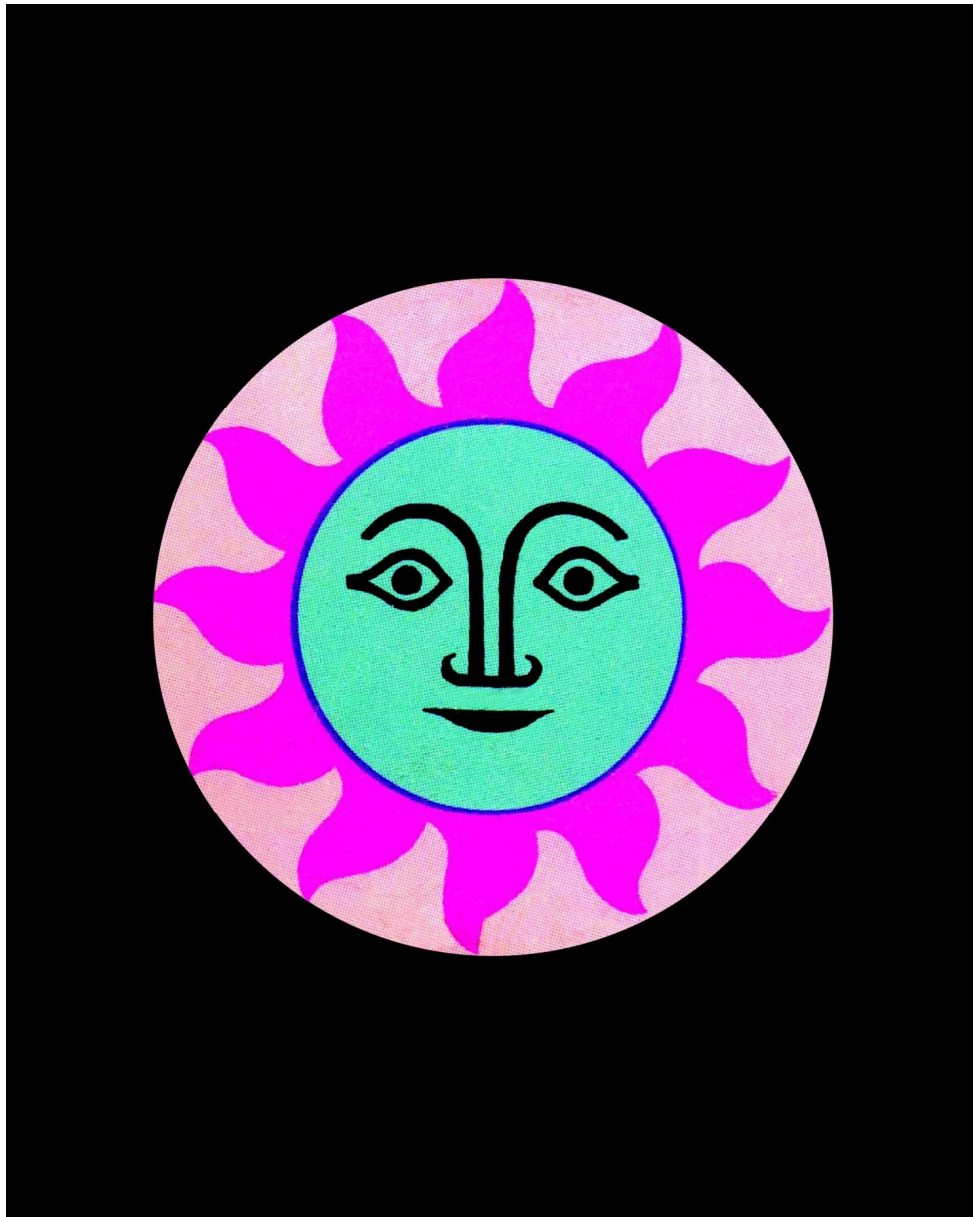
THE SUN

SELECTED BY SEAN ADAMS | LA FONDA DEL SOL RESTAURANT | DESIGNED BY ALEXANDER GIRARD

Alexander Girard's design for La Fonda del Sol Restaurant in 1961 is a wonderful synthesis of modernist concepts paired with a sense of joy and play. Traditional Mexican handcrafts and materials were reconsidered within a contemporary urban context. This combination takes the rigor and discipline of European Bauhaus thinking and reinterprets it for the new world. The result is not as much Mexican as it is a representation of the American process of incorporating multiple cultures into its identity. The color palette rejects a European aesthetic and embraces a Mexican and South American palette.

Girard's work on La Fonda del Sol gave me the permission to move beyond the small confines of pure Bauhaus modernism and create work that is optimistic, joyful, and celebratory without descending into chaos and disorder.

Sean Adams is a partner at AdamsMorioka in Beverly Hills, California. He has been recognized by every major competition and publication, including *Step Inside Design*, *Graphis*, AIGA, the British D&AD, and the NYADC. Adams has been cited as one of the forty most important people shaping design internationally in the I.D. 40. Adams is president ex officio of AIGA and a Fellow of the Aspen Design Conference and AIGA Fellow. He teaches at Art Center College of Design, and he is the author of *Logo Design Workbook*, *Color Design Workbook*, and the *Masters of Design* series, all published by Rockport Publishers.



WORK TO BE DONE

- 1/ What do you think of the relationship between a sun and a restaurant ?
- 2/ According to the image, what is the element that represents the Mexican culture?
- 3/ According to the text, how does the advert appeal to the European tourists?
- 4/ Look into a dictionary and write down the corresponding meanings to the following words & translate them into Arabic: synthesis/ modernist/ joy/ rigor/ representation/ process/ identity/ palette/ aesthetic/ permission/ beyond/ modernism/ optimistic/ chaos.
- 5/ Who is Alexander Girard? What are his major works according to your search on Google?