



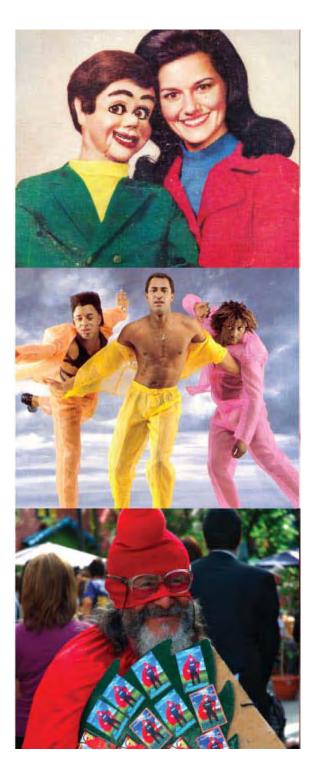
theuncoolhunter.com

There is a never ending race to know everything that is new before it comes to light: we want to have all the information related to new technologies and we have to be updated with every single gadget that steps a byte into the market, be aware of the European urban look, eat at the most innovative restaurants and belong to the exclusive groups.

The lifestyle magazines (online and printed ones) together with the marketing agencies set the standards of the fashion and rule the world of references in terms of consumption. Following Gladwell's "Annals of Style", he presents the idea that coolhunting has to do "more with art than with science", and art is always a bit more complicated to be processed by those who have an academic mentality. In 2006 the Ad-men Javier Lourenço, Diego Beyró, Diego Bazzino and Hernando Gómez Salinas met at Underground, a school of creativity. There, in the middle of workshops chats and an exchange of ideas related to advertising references, we felt that the material presented by the Argentine and international lifestyle magazines plus the net of nets and the (qualitative and quantitative) reports of the marketing agencies were not enough as a reference for thinking ideas, creating insights and strong ads that could be remembered and loved by the specific target of each of them.

If fashion is written, upgraded, influenced and spread to the masses by the big means of communication, it is possible that there is a latent inspiration that is hard to be digested by the society and that it is organized in the shape of "cults". This let us think about The Uncoolunter.com.

Defined fashion as something that it is "not fashionable", we ventured to theorize about this quote several times. We thought about it over and over again so we started to use categories in order to explain different concepts. In our opinion, this famous quote expresses the existence of a cyclic nature in terms of consumption, that is to say, everything that is fashionable (attitudes, cultures, different art expressions, designs, technology in emergent avant-garde circuits) and then it is out of season and digested by the mass culture, is thrown away till it is replaced by the IN culture. This leads to an OFF Culture.



We express our preference in the circuit of the OFF culture and tasks after being present at street markets, flea markets, suburban highways, old urban areas, traces of a glamorous past that contains great quantities of dust and also extinct and marginal cultures that were forgotten in the richness of their diversity.

Facing this outlook, we thought in the possibility of creating an online magazine for designers, artists, moviemakers, publicists, journalists, researchers of consumption tendencies, writers, scriptwriters and all the persons who feel eager to find new ideas and inspirations.

Under the principles of the "communicative democratization" phenomenon, we decided to use a web platform in order to handle videos, texts and images which are located in different servers around the world so we could enable the worldwide "collaborative" paradigm and try to create a net where different persons around the world could cooperate with "our project" and in this way it could be turned into a project of many people instead of just our project. Finally we launched the Uncoolhunter.com in 2006. It is a site structured as a collaborative project. It aims at finding and let people know discoveries that can be a source of inspiration. It goes through the retro (the rescue of something that was considered glorious), the trash (the limits of the fashion culture), the bizarre and the bad taste (everything that it can't be digested by the mass market), the eccentric or freak, the extravagant and/or pretentious, the expensive sold at a lower price, the cheap sold at a higher price, the experimental music, the way the nonconsumer society consumes, the surreal, the hyper real, the things that can't be defined, the sub-professional, the sub-scientific, the incoherent, the illogical and also the kitsch and the camp. There are activities such as advertising, movie commercials or design that turn to the OFF Culture as an inspirational source for the IN Culture. This is because the uncool offers something original, truly different, unseen or seen and now forgotten. The uncool has no rules and as a consequence it does not follow parameters or standards. The cool is obliged to respect them. That is why the uncool appears to be more genuine because it does not pay attention to references. In the uncool world everything can happen and as a consequence, it can be surprising. In this way, the pragmatic result of the OFF Culture research is very valuable. It is a closer look, a clearer one and basically, it is a more realistic point of view of the everyday life. It is fresh air for the inspiration. The Uncoolhunter suggests the idea of being the world headquarter of the OFF Culture, which is a never ending source that nourishes from those things that are rejected by the IN Culture (the fashion) that needs an inclusive/exclusive contract with its opposite one in order to guarantee its existence. One more time, the constant feedback of the fashion feeding on its opponent shows that "nothing is lost, everything is transformed".



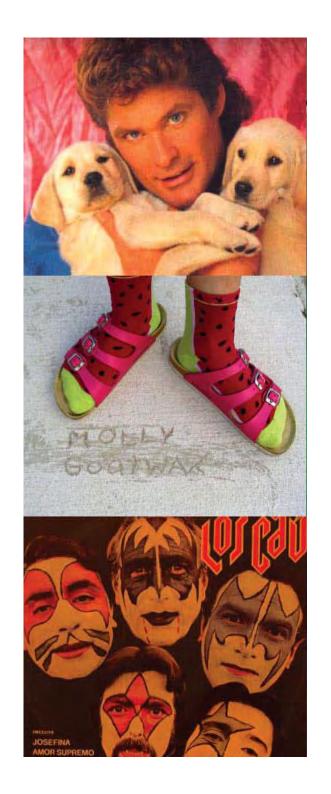
For the time being we are in the presence of two kinds of cultural products and both of them are subjects to be studied:

The Genuine Uncool

It is a product that comes from the research of a field that is not known or it is slightly known. It is not referenced in other things. This is everything we have to point out in our primary study: the kitsch, the bizarre, the freak, the sub-professional, the eccentric, the extravagant, the pretentious, the expensive sold at a lower price, the cheap sold at a higher price, the incoherent, the surreal... This material is what we mainly publish and basically we pay attention it but on the other hand, sometimes we publish other kinds of articles that have to do with the Genuine Uncool.

The Non-Genuine Uncool

This product derives from the research of those professionals who can differentiate between the cool and the uncool (artists, moviemakers, designers, creatives, publicists, etc) and who can produce by referring from a genuine uncool product or an esthetic reference coming from their own world. The final result is an esthetic uncool product but with a cool meaning.



Contributors and Correspondents

The Uncoolhunter.com is a site that promotes other kinds of lifestyles. It tends to be the voice of the voiceless and show the other side of the trend; the no-trend.

The idea is to add frequent and eventual worldwide contributors to this project day after day and create a big net of uncoolhunters in every corner of the planet. At present we have 50 of them in 30 countries.

Partnerships Programme

The UncoolHunter.com is composed of a team of contributors and correspondents such as artists, designers, moviemakers, publicists, illustrators, cultural promoters, journalists, people related to marketing and social researchers of the most important cities of the world.

This site is the reference and source of inspiration in order to create. Our target is a person who is eager to observe the opposing trends. The team's headquarter is located in Buenos Aires and together with its net of contributors around the world, it performs field researches and publishes articles for advertising agencies, means of communication agencies, marketing research firms, magazines, internet sites and other publications.

The UncoolHunter.com is always ready and willing to be a partner of other sites, publications or organizations in order to exchange links, information, articles or just Partnerships Programme. If you are interested, please, do not doubt about it and write to us:

info@theuncoolhunter.com

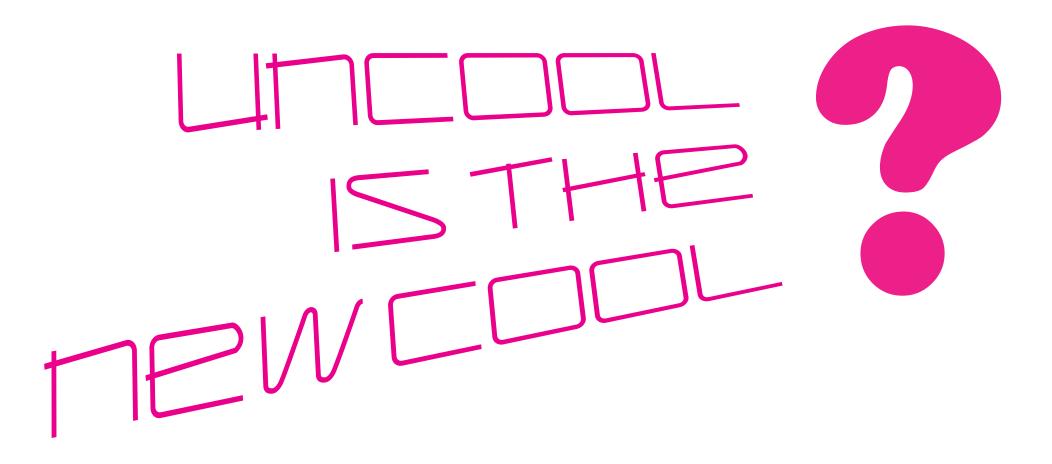
Dancing in the party of the end of the World.



The acclaimed fashion photographer David LaChapelle paraphrases the thought of Pablo Picasso in the profile of his myspace and he suggests the following: "The good taste is the death of the art". What does he want to say? The uncool became cool? It seems that it is a symbolic movement from some marginal place of the culture and in a certain amateur way to centers that contain a growing power of influence on the population in terms of consumption. And now the answer is: What is it moving? Trying to explain some suppositions, it could be said that speaking on this basis means understanding the culture just as a group of features that follow a path. Some of them survive and others are left behind, at the outskirts. The uncool is everything that was replaced due to the passing of time or because it is not a trend. However, the cool is also a historical product and a cultural practice: It's barely impossible to talk about something cool before the fall of the Berlin Wall or before the computer science revolution that has generated a faster communication between people, even more if our present time is characterized by the crumbling theories that expressed the natural and unfailing change from capitalism to socialism as an axiomatic consequence of the cyclic crisis of the first one. At present, the scholars of Social Studies warn us that capitalism has a great power of adaptation and a never ending capacity of generating demand. So the cool can be understood as a consumption engine because it makes up an anthological ideal: cool things exist and can be done but also you can "be" cool, you take a side, a lifestyle, a way of doing, thinking and feeling. In this way, if we take into account the capacity of reproduction of capitalism based on the generation of demand and paying attention to the uncool which is basically something peripheral: Can the uncool/cool transition be understood in the sense of strategies of reproduction of the capitalist system (in terms of a permanent support of the consumption ideal), in the sense of a cheap tactic due to its "symbolic recycling" content? There are enough reasons and proofs to assume this but its importance lies in that the uncool is defined as the refusal to a juxtaposed entity and that presents new challenges.

In view of this brief thought we offer an overview of a new cultural consumption. The uncool is the new cool. The cultural industry needs to be different from the mass culture when it is, at some point, saturated. In a world that is always in a hurry when it comes to searching new gadgets, "trendy" styles, minimalisms, "fashion" stances, "net" designs and website designs which are mainly an institutional version, the new gurus of communication suggest a radical change. Typographies that are badly chosen, unimaginable color combinations and designs that are deliberately baroque converge in a countless number of esthetic mistakes that were unthinkable. In this sense, the uncool turns into cool.

We arrive to a point in which everything is re-visited many times and it is difficult to set the standards and references for the mainstream, the passivity, the cult, and words such as bizarre. Also you may think the ugly as the beautifully new in a cultural industry that reproduces copies. Just to put an end to this tour around the new options adopted by the cultural industry so it can still be fresh and offer new ways of consumption, we pop out the following question:. "¿Uncool is the new cool?" The answer of the gurus of creativity seems to be: "Yes, indeed". The Uncoolhunter.com is shown in this way. It offers a different point of view. It is a magazine that contains different inspirations for people who are in the search of new ideas. Our big conclusion to this huge thought is that we don't mind if the inspiration is cool or uncool, ugly or beautiful, fashionable or not. On the contrary, we are interested in exceeding these dichotomies.





THE UNCOOL HUNTER FOUNDERS



PRESS ARTICLES

PERFIL - Domingo 13 de mayo de 2007

SOCIEDAD - 61



CREATIVOS. Diego Beyró, Javier Lourenço, Hernando Gómez Salinas y Diego Bazzino, contra las posturas de los coolhunters.

LA MODA DE LA NO MODA

"Uncoolhunting", una disciplina inventada por 4 argentinos que imitan en el mundo

ojos para mirar "lo que se viene", y

demasiado "in" termina resultando totalmente "out", hacía falta nuevos fieron a cazarla como "Uncoolhundores internacionales y ya los emulan ters". Le encuentran renovado valor a en Estados Unidos y Brasil.

Ante un escenario en el que estar ellos intuyeron la tendencia de la no todo aquello que el "fashion" despre-

las expresiones de esta cul-

tura off, sumergida porque

pretende ser emergente,

La definición del Urban Dic tionary para Coolhunting dice: "La práctica de infiltrarse en culturas ióvenes y enten derlas para predecir futuras tendencias y estilos que sir van de informe al desarrollar v comercializar nuevos productos". La de "Uncool hunting" aun no figura en el diccionario urbano, pero podría ser más o menos así: "Diferenciándose del ansia fashion del coolhunting, pretende ahondar más allá mostrando la otra cara de la tendencia y poniendo la mirada la gente... in

Hartos de lo que implica calles del mundo. estar (o no) en la cresta de la última ola, cuatro argencomo "lo trash, bizarro, kitsch, barato pretencioso, caro diseñado, surreal, hiperreal. subcientífico v/o subdesarrollado", para rendirle culto. la disciplina "Uncoolhunting" en reza: "Queremos dar a conocer

deramente ¡in! es lo que está por fuera," ("Uncoolhunter" dixit). sobre esas cosas que nunca Paradoja mediante, lo hacen 2005 y hoy ya tienen imitadores jamás fueron valoradas por de la manera más moderna: con en Estados Unidos, Brasil y otros un hunting desaforado por las

Imanes de frutas comorados

Los Clasiqueros (banda de

Isidro Casanova.

Las patynesas

The Uncoolhunter Team está integrado por su fundador, Javier tinos definieron lo uncool Lourenço (creativo publicitario), y los investigadores de campo Hernando Gómez Salinas (cavenido a menos, freak, mal si licenciado en Comunicación Social). Diego Beyró (coolhunter incoherente, subprofesional, converso) y Diego Bazzino (comunicador social). Ellos crearon

puntos del planeta. Con base en Buenos Aires, observan lo que consideran "la no tendencia" y tienen corresponsales en Colombia, Venezuela, Brasil, España, Alemania, Estados Unidos y has-

OUT

Otterer ser cool

ta en Ucrania. Lo primero que se lee al entrar en su website/magazine (theuncoolhunter.com) es el

desde una mirada objetiva v Palermo Soho, Hollywood, aguda de las no tendencias". Queens etcétera Y entre las primeras respuestas que surgen cuando gunta obligada (¿No es cool ser uncool?), aparece una in-El helado de arandanos. eresante suerte de filosofia. Dicen: "El uncool genuino es puro y no tiene pose. Po-"Quienes están en la carrera de estar in siempre están ;out! Lo verdaque escucha a Julio Iglesias

o que decora su casa con taoices. A veces se los rescata desde lo retro, por ejemplo, y el que los toma como reencia es alguien cool que valora el uncool. Pero eso es simplemente una pose" Y agregan: "La publicidad, el cine o el diseño actualmente recurren a la cultura ción para la cultura in. Esto se debe a que se encuentra

verdaderamente distinto, lo no visto o lo visto pero ya olvidado"

BIG BANG. Casi contemporánea.

anunció el descubrimiento de casi tan antigua como mismo, que

nal de as-

trónomos

estrella, bautizada HF 1523-0901, es un "verdadero fósil" nización Europea para la Investigación Astronómica en el Hemisferio Austral (ESO), cuyo telescopio VLT permitió el descubrimiento. Relativamente brillante, la estrella se situa en nuestra propia galaxia, la

BREVES

Llega Arte Ba 2007



plataforma de divulgación del arte ráneo. Arte Ba 2007 abrió sus puertas del 12 y el 18

mo foco de

La Rural. El evento, uno de los más importantes en su género a nivel regional, presenta proyectos curatoriales, galerías de arte 76, provenientes de Argentina, Brasil, Chile, Costa Rica, Espa na, Ecuador, Estados Unidos, México, Perú, Uruguay y Venezuela- instituciones y entidades que apovan y divulgan el arte de nuestro tiempo, además de posibilitar la participación y la discusión a través de un amplio esquema de mesas de debate. Por primera vez, se presentará el nuevo espacio Open Space. un área independiente donde las galerías exhibirán obras de artistas plásticos representatigran escala e instalaciones.

Centro deportivo

El Gobierno porteño, a través de la Corporación Buenos Aires Sur, tomó posesión de las instalaciones del Club Social Español (ex Deportivo Español) que. permanecia clausurado desde 2003. El club podrá recuperar el esplendor de la ciudad deportiva luego de atravesar una complicada situación patrimonial que lo tuvo al borde de perder los terrenos, en un proceso que incluyó, además de la quiebra, una toma de las instalaciones varios remates frustrados y el cambio de nombre. El predio fue adquirido a través de la Corporación Buenos Aires Sur en subasta pública para crear un centro de alto rendimiento deportivo con una clínica y un hotel para deportistas.

La estrella más vieja



se remonta

PAGINA 12 NEWSPAPER

CULTURA ¿QUE PASA CUANDO AQUELLO QUE ES "COOL" DEJA DE SERLO?

Los cazadores de la moda perdida

fuese por Internet o Youtube

J. L.: -El tema del video es bas-

tante importante dentro de la página, porque trabajamos más que na-da con lo audiovisual, y sin You-

El uncoolhunting es una nueva forma de investigación, de la que emergen aquellas tendencias no exploradas por la elite.

No es una novedad que los vés de la página se puedan enterar simbolos que denotan atatus
simbolos que denotan status
o poder cambiaron; tampoco es
nuevo que en la actualidad el consumo es el que brinda la posibilide lo cool y de lo uncool?. de moda? ¿Cuando lo cool deja de en cambio dentro del cool hu out es -jo top / Frente a estas nue-vas necesidades surgió una nueva porque viene de registros que no búsqueda: la búsqueda de lo mo co-ol. El uncoolhunting es la nueva forma de investigación, de la que hunting es el descubrir todo aqueemergen aquellas tendencias no ex-ploradas por los circuitos de la elite. Javier Lourenço, Hernando Gô-mez Salinas, Diego Beyró y Diego piarse de lo kitsch. Bazzino son los creadores de este grupo que encuentra productos y consumos culturales en ferias ameras despreciadas y marginales. Esta nueva corriente tiene su con-

la agrupación explica: "El meconltá en las guias de turismo, hurga en el retro (el rescate de lo que alguna vez fue glorioso), lo trash (los márgenes de la cultura de moda), lo bi-

"El cool hunting es descubrir lo que las marcas no vieron que está pasando. Lo cool está saturado; ahora hay que apropiarse de lo kitsch,"

zarro v el mal gusto (todo aquello no posible de ser digerido por el mer-cado de consumo), lo excéntrico o freak, lo extravagante o pretencio-so, lo caro venido a menos, lo barato venido a más". Esta nueva tendencia reivindica lo uncool como fuente de alternativa de inspiración. Numerosas agencias de publicidad lo tomaron como premisa para sus spots, como la campaña de Arnet

La idea de un portal de tendencia que estuviera relacionado coni que destuviera relacionado coni dode lo último fise dada vuelha por
estos creativos que decidientanas formar su proyecto en un habitáculo de la cultura off. Jadvis estiba por
estudien de la cultura off. Jadvis estiba por
esculo "Fanando Gómez Sabitáculo de la Objettivo del posicio "Fanando Gómez Sacorecti". "Fanan el Objettivo del propriemo que cada proyecto es prodde inspiración differente, que a trade inspiración differente, que a tra-

dad de distinción. Pero ¿qué pasa cuando lo que está de moda pasa parámetros porque no hay reglas, serlo, cuando lo in está fuera y lo hay como categorizaciones. Todo out es "lo top"? Frente a estas nue- lo uncool sorprende mucho más

> llo que todavía las marcas no ron que está pasando. Lo cool es-

-¿Cuando lo uncool empieza a ser tendencia no pasa a ser cool?

H. G. S.: –Eso lo hemos discu-

ricanas, rutas suburbanas y merca-dos de pulgas, enalteciendo cultu-que un parametro de lo unecool es que un parâmetro de lo unecod es que siempre está fuera. Siempre va a haber cosas que son cool y junto de definiciones o categorias cosas que no son cool, por exo no que la caracterizan. El manifiesto de se agota. se agota.

J. L.: -Ouizá en cinco años lo un-

cool va a ser lo cool de hoy, por eso lo uncool siempre va a ser mucho más amplio. Lo cool es lo que llega y lo uncool no es sólo lo que casi llega, sino también lo que quedo

-¿Por qué el nombre de lo que seen tiene el mismo de lo que se quieren distinguir, pero negado? H. G. S.: -Eso es por una cues-

tion con Internet, con los buscado res. Obviamente si sos del mundo de los cool hunters y querés estar a la vanguardia ponés la palabra en un buscador, por eso el nombre de

distintos a todo lo que está. Esto es sólo una parte de la tendencia, nosotros organizamos la tendencia de la no tendencia. No es que estemos completamente afuera, nuestro target es el mismo de los que están en

H. G. S.: -Todo esto lo hacemos porque nos gusta y nos interesa, desde la realidad buscamos refe-Banda ancha para todos, y tassa se banda inglesa Coldplay en su video clip "The Hardest Part" muestra ara differentes. La otra idea general clip "The Hardest Part" muestra anchana Jaciendo sta ruso. música de los ochenta, que en esa La idea de un portal de tenden-época fue olvidada... y con razón.



mentarse. Funcionamos como editores y curadores al mismo tiempo de todos los contenidos. A medida mando colaboradores de otros la-

tube eso seria muy complicado.

-¿El sitio funciona como una H. G. S.: -Así es como descuomunidad que se retroalimenta? brimos cosas a nivel marketing que son increibles. Por ejemplo: un Entrevisia: Suvay Benedetti

agua sin gas que se llama Burbuja, otra agua que se llama H2Ola. De todos modos, lo verdaderamente





OFF. Revista paraguava Ricardo el mentalista, hawalan-look, nanes con formas y Flat



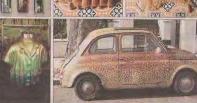












CLARIN NEWSPAPER



2 | CLARIN | SUPLEMENTO JOVEN | VIERNES 16 DE NOVIEMBRE DE 2007



Tendencia > Fenómeno "uncool"

Qué alegría, qué alegría, olé, olé, olá

LA MODA DE LO QUE NO ESTA DE MODA: LO QUE AYER ERA GRASA HOY ES DE CULTO, GRACIAS AL LEMA "SER UNCOOL ... ES EL NUEVO COOL".

EL NUEVO COOL: . ES EL NUEVO COOL: .

**Cai_Queres la verdad? Prefiera a Xus que a Marx_a carea que la maturgo Juan Crespo (28) que va maturgo Juan Crespo (28) que va placerea culposos salgan del close Cuertión de alla positura: en decadencia. Y si, son tiempo de incertidumbres para la marca de ropa maturgo Juan Crespo (28) que va placerea culposos salgan del close Cuertión de alla positura: en decadencia. Y si, son tiempo de incertidumbres para la marca de ropa maturgo Juan Crespo (28) que va placerea culposos salgan del close Cuertión de alla positura: en derimbo c'hapar y dice que "grana atturgo Juan Crespo (28) que va placerea culposos salgan del close Cuertión de alla positura: en derimbo c'hapar y dice que "grana atturgo Juan Crespo (28) que va placerea culposos salgan del close Cuertión de alla positura: en derimbo c'hapar y dice que "grana atturgo Juan Crespo (28) que va placerea culposos salgan del close Cuertión de alla positura: en derimbo c'hapar y dice que "grana atturgo Juan Crespo (28) que va placerea culposos salgan del close Cuertión de alla positura: en derimbo c'hapar y dice que "grana atturgo Juan Crespo (28) que va placerea culposos salgan del close Cuertión de alla positura: en derimbo c'hapar y dice que "grana ce derimbo c'hapar y dice que "grana atturgo Juan Crespo (28) que a de traca va de la cuertion de alla positura: en derimbo c'hapar y dice que "grana atturgo Juan Crespo (28) que a derimbo c'hapar y dice que "grana atturgo un público más edelcitor, de toda es entidos. Par de la positura: el femino c'hapar y dice que "grana atturgo un público más edelcitor, de toda es entidos. Par de la positura: el femino c'hapar y dice que "grana atturgo un positura el femino c'hapar y dice que "grana atturgo un público más edelcitor, de toda es entidos. Par de la positura: el femino c'hapar y dice que "grana atturgo un público más edelcitor, de toda es entidos. Par de la positura el femino c'hapar y dice que "grana atturgo un público más edelcitor, du positura el femino c'hapar y dice que "grana Porque como define Justin Hawkins, el ex cantante The Darkness, "ser uncool es el nuevo cool". Porque es hora de tirar la chancleta de una vez, y que todos nuestros

Castro le parezea una perita ano concide por la crinica. El autto- lum virasin (cara de la Kuta de la reconocida por la crinica. El autto- lum virasin (cara de la Kuta de la reconocida por la crinica el autto- lum virasin (cara de la Kuta de la dese la virasin de l'acceptato de Cara de la dese de la la debie Maya "en pose de l'acceptato de la dese de la la debie Maya "en pose de l'acceptato de la debie de la la debie Maya "en pose de l'acceptato de la debie del la debie della debie del la debie della debie d

con el antes impresentable Alci-des, ofrece un catering compues-to por bondiola, y le adjudica al renacido Nave Jungla "alto nivel de bizarrez". "Ser cool murió con las crisis terminales de los '90, ahora estamos todos devaluados. Nos resignamos a crecer, enton-

años era consumido por las ma-sas, añora es el cetro que alza el grapo de los selectos, ansiosos por ser autênticos paladines de nos y Il Bizarreta, que fundo la disci-sin explotar."

plina uncool/unter (la celebración de lo barato venido a menos) graría se fascina por los elementos Pero, ¿ahora se desafían las tendencias globales sólo por diversión o ejercicio camp? Nicolas Coros (27), el metalturgico creado de las Bizarren Musik Partis dice que lo importante es dejar los prejulcios. Por eno, hace bailar en centros culturales a mules de veras do cumbas, y lamz la mon es en carrot culturales a mules de veras do cumbas, y lamz la mon o es en carretorion de la compara de la moda.

um a rebelio contra lo cool:

"Ahora me di cuenta de que no soy el único lo oquito que escucha soy el único lo oquito que escucha a Menudo y hace acrobicos con un deb usuado de Cindy Carvón d' Quien es reinvento y voybó al vérum des usuado de Cindy Carvón d' Quien es reinvento y voybó al vérum des usuado de Cindy Carvón d' Quien es reinvento y voybó al vérum des usuado de Cindy Carvón d' Quien es reinvento y voybó al vérum des usuado de Cindy Carvón d' Quien es reinvento y voybó al vérum des considerados de considerados reflexiona el talento gráfico Jogu, fanático de la lucha libre. Mien-

tigo del show en vivo, y a quien los adolescentes actuales lo consu-Nos resignamos a crecer, enton-cors Xuxa es el such con la infan-cial-Queres la verdad? Preferor a la terè por cable, es inclina por los



a icono. 2. Azafata, el revival del animal print. 3. Piyer de the uncoofhunter.com, la "Biblia" de la anti-moda, 5, Fiestita de 15, celebración del mal gusto 6. Flyer de las Bizamen, 7, La Prohibida, drag ibérica. 8. Naco "grasa"), marca top mexicana.



"LOS '80, UN ESTILO UNICO"

"Todos me identifican por el verso requerido por muchos publicistas y dres les hacen revivir".

empresas, porque transmite toda la garra y la fuerza ganadora de la selección argentina en el Mundial del '86...

para los teens? Creo que respetan mi carrera como un clásico de la música berreta de un timido modero devenido de los '80, una década que marcó un estilo único que hoy pega mucho entre los adolescentes y a la que se le rinde ina, Juan José Boo tributo. Pero no creo que ellos tengan

POSTALES DE LA GRASADA NACIONAL

ly hoy vende chocolates a rabiar!
Un identitif de la groupie criotta, la chierdad en el verduguiro etemo de un Un identifiit de la groupie criota, la "mode, and described the second of the secon

Novos

Sábado, 6 de junho de 2009

Argentinos lançam um site para divulgar ideias que vão contra o que é festejado na moda e no comportamento

Janaina Figueiredo

Correspondente . BUENOS AIRES

abitantes de uma das capitals mals editor-chefe do site. fashion da América Latina, os publicitários argentinos Javier Lourenço, Diego Beyro, Diego Bazzino e Herginal e, em muitos casos, o na moda. Isso foi uma insnando Gómez Salinas decidiram promover a cultura do uncool, ou seja, de tudo aquilo atraente. É o que chamamos que não está na moda e é considerado bizarro, kitsch, brega, freak, surreal, incoerente, subdesenvolvido e trash pelos defensores das tais tendências consagradas mundialmente. Através do site theuncoolhunter.com, criado em 2006, este grupo de moradores de Buenos Aires iniciou uma rede que hoje tem colaboradores em mais de 20 países, entre eles o Brasil.

Os correspondentes do theuncoolhunter.com, que recebe em torno de 1.200 visitas diárias e pode ser para cachorros. acompanhado no Twitter e no Facebook, divulgam imagens e textos que, na visão dem servir como inspiração para criativos mundo afora.



O GRUPD, por trás do site theuncoolhunter.com, procura tudo que

não é tendência nem calu no gosto dos modernos

ser Inspirações criativas, mas cultura - explica Lourenço,

uncool se misturam e muitas dor Dalí: vezes o cool é ser uncool".

uncool aparece como algo multo mais interessante e new ugly - comenta o publicitário argentino.

O principal objetivo é caráter cíclico". transformar o site numa referência mundial para os observadores de tendências. All, por exemplo, encontramos entrevistas como a do organizador de uma feira bovina no interior da Itália; dicas de como montar um álbum de fotos bem kitsch; de como encontrar a loja de objetos mais inusitada de Buenos Aires; ou ser apresentado à "doga" - modalidade de loga

balhar em 2005, quando todos trabalhavam na escola Depois de compartilharem - Percebemos que as re- palestras e workshops, os ferências que tinhamos eram quatro sentiram que o ma-

apenas uma parte, que exis- terial disponível nas revistas tiam outras coisas que podiam sobre estilos de vida da Argentina e de outros países que estavam às margens da não era suficiente para ser usado como inspiração em seu trabalho. Foi quando re-Segundo ele, "hoje o cool e o solveram recorrer a Salva-

- Dalí definia a moda co-- O importante é ser ori- mo tudo aquilo que não está piração para a gente - lembra o editor-chefe do site.

Lourenço diz que, para o grupo, "a frase de Dalí mostra que o consumo tem um

- Isso quer dizer que tudo o que está na moda, uma vez que passa sua temporada e é digerido pela cultura de massa, passa a ser depositado às margens desta mesma cultura, até ser abandonado. Passa de cultura in a

Os argentinos visitaram feiras, mercados populares, estradas suburbanas e velhos centros urbanos para encontrarem culturas des-O grupo começou a tra- prezadas e marginais, que agora passaram a ser cool.

- Hole, a publicidade, o dos fundadores do site, po- de publicitários Under- cinema eo design recorrem à ground, em Buenos Aires. cultura off como fonte de Inspiração. Isso explica porque o uncool passou a ser a novidade - diz Lourenço. ■

ATYPICA MAG

OGL



COOLHUNTING.COM

Craplinks by Ami Kealoha









Much in the way that CH is an online resource of the technology, culture and design that inspires us (and maybe a little more like one of our other favorite sites The UnCoolHunter), Craplinks is a blog that catalogs things that are, well, crappy. Founded by a CH comrade and officemate (to protect the innocent we'll retain his anonymity) to organize the links he and his friends would share with each other throughout the day, we admit that there are occasions where we sometimes debate whether an item should be craplinked or cool hunted.

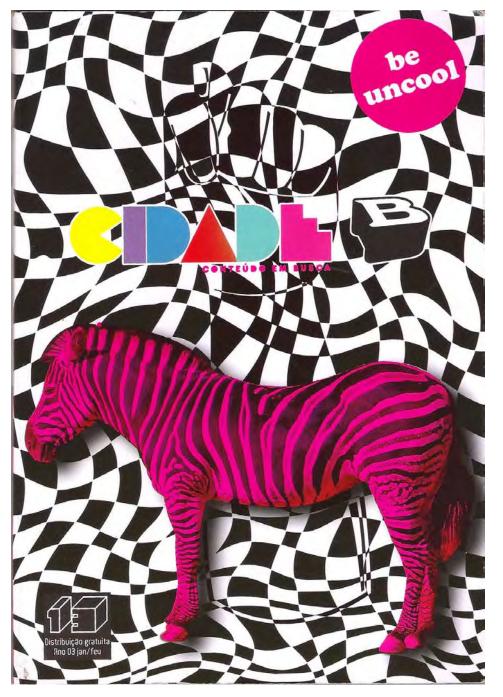
The site itself consists of links and short, often witty descriptions, which range in content from sites about old men who look like lesbians to videos of David Hasselhoff drunk. You'll find yourself on a

If you can guess the identities of all the CH contributors who are also Craplinkers, follow the contact link at the bottom of the page, select "Feedback" from the pull-down menu and we'll send the first person to get it right the contents of our "Giveaway Box."

VIEWPOINT UK MAG



CIDADE B MAG BRAZIL











EDITORIAL COLLABORATIONS

atypica

NÚMERO 29 I DOCE PESOS







SUPER AMIGOS

THEUNCOOLHUNTER.COM

Pero, ¿qué catzo es TheUncoolhunter.com? Vamos a presentarlos. Es el magazine online especializado en el mundo uncool, lo que nosotros llamamos la antitendencia. El uncoolhunting, una disciplina que tenemos el orgullo de haber creado en 2005, se expande por el mundo gracias a la idea de un grupo de publicitarios porteños que vieron todo un mundo por descubrir en lo que el coolhunting dejaba de lado. Lo bizarro, lo freak, lo kitsch, lo camp, lo pretencioso, lo extravagante, lo excentrico, lo marginal, lo surreal, lo hiperreal, lo caro venido a menos, lo barato venido a más, lo subdesarrollado, lo subcientífico, lo incoherente, lo ilógico.

Frases tales como «La moda es lo que no está de moda» [Salvador Dalí] o «El buen gusto es la muerte del arte» [David Lachapelle] nos inspiran y nos hacen reflexionar: ¿Lo uncool es el nuevo cool?

Basta ver lo que te hace reír en la tanda publicitaria, los separadores de Vh1 o la vuelta a lo peor de los ochentas en la moda para considerar como nueva tendencia aquello que hace unos años era considerado como «uncool» y defenestrado por la elite palermitana, considerada capital del cool desde 2002. Desde esta edición nuestros amigos «uncool» tendrán un espacio fijo en atypica. Espero la disfruten tanto como lo hicimos nosotros.

WWW.THEUNCOOLHUNTER.COM

guillermina pico guillermoturin www.quillermoturin.com.ar lucas casatti pablo resoalbe www.flickr.com/photos/paylox santo martinez www.flickr.com/photos/santosco

NOTAS aielén luna

andrea sagardoy carlos welti david nahón franco trovato fuoco guillermina pico jorge liporace juan angel szama juan pablo andrade mauro guzman melina torres samanta cuglia the uncoolhunter valeria krupick victoria goñi

PRODUS DE MODA

agustina álvez angie galán

ASIST PRODUS

maria sugasti melisa remis

MAKEUP

pipi castro ferreyra

HAIRSTYLE

chelo para medio pelo

+PLUS EN ESTENUMERO

ariel di lisio chris magnusson damien correl martin albornoz matt furie

ATYPICA ES UNA PUBLICACION BIMESTRAL DE DISTRIBUICION DIRIGIDA, AÑO CINCO, NUMERO VEINTINUEVE, MARZO I ABRIL 2008

ATYPICA MAG

la columna
para nada cool

Think Small

¡Se agranda Atypical Para no ser más, sino un poco menos,

TheUncoolhunter.com una vez más va en contra de la corriente y te muestra el bizarro mundo de los pequeños

pequeños. La asociación del enanismo con el bizarro data de eras remotas. El arte en la antigua Grecia representó a enanos en utensilios tales como vasos y jarros. En la edad moderna la literatura ha tratado el tema («Los Viajes de Gulliver», de Jonathan Swift o «Hot-Frog», de Edgar Allan Poe, son sólo algunos ejemplos] y los hemos visto también incorporados en la pintura [los criados enanos que se encuentran en «Las Meninas, de Velásquez, es un guiño interesante o la obra de Van Dyck de la Reina Enriqueta María y su

enano].

Hoy la apreciación de la baja estatura humana continúa con gran impetu. Entre un trasfondo cultural de tinte morbo-bizarro-erótico se lo exhibe como símbolo sexual o como figura cómica. Pero banalizándonos un poco, preferimos incursionar en un campo más high-profile: el de los pequeños más mediatizados del mundo.



Mini Britney ¿ Ensesto o telemarketer? Dops, me sale bier

La Mini Britney> Terra Jole [1.28 mt.] inició este meteórico ascenso en enero del 2007. A pesar de haber imitado a Cher, Madonna y Alanis

Imitado a Cher, Madonna y Alanis Morisette, prefirió finalmente centrarse en la figura de Britney Spears, Tuvo apariciones en films, realities, programas de TV, pero decidió ir por más y ahora se encuentra grabando su primer

single, «Stupid».

MiniLegends

Lo más chiquito de Las Vegas.
Sin lugar a duda, uno de los grupos
de pequeños más famosos en la
actualidad a nivel internacional son
los Mini Legends. Las Vegas es —qué
otra ciudad podría ser— el búnker
donde estos mini imitadores
desarrollan su actividad artística.



Medio Elvis vive en ma

El Mini Elvis>Se llama Mighty Mike [1.30 mt.] v su número más pedido es el de Elvis, el Rey, Pero sus talentos lo llevaron a ser parte de videos musicales, muestras de freaks, shows [estuvo de gira con Mötley Crüel, también es un triunfador en el mundo del levantamiento de pesas, con varios trofeos ganados; entre sus otras habilidades se encuentran; caminar con las manos, hacer malabares, hablar checo, tocar la guitarra, bailar breakdance, la animación para niños, etc. Versátil y salvaje, así es el Sr. Mighty Mike.



MiniKiss. Son pesados pero el de pantatón rojo pene corpino

Los Mini Kiss> Si bien este grupo tiene como fuerte imitar a la legendaria banda Kiss, no todo se termina ahí, cuentan en su troupe con imitadoras de Madonna y Britney, entre otros. Además, ellos mismos ofrecen la opción de ser Leprechauns, Elvis, Oompa Loompas, strippers y hasta animadores infantiles.

bienvenidos al mundo uncool atypica

Los Mini + Mediáticos



Verne Trover. One million dollar baby

Verne Troyer, el Mini Me

Su carrera comenzó como doble de acción en la película «Baby's Day Out», adonde hacía las escenas de riesgo del bebé, su momento de fama, llegó con las sagas de «Austin Powers», adonde personificaba al clon del Dr. Evil, «Mini Me». Desde entonces protagonizó varios comerciales y apariciones, pero su momento más freak fue en el programa de VH1 «The Surreal Life«, un gran hermano de estrellas olvidadas, donde mostró una gran adicción al alcohol, compartiendo pantalla con el ex goonie Corey Feldman, la estrella porno Ron Jeremy, Eric Estrada, Brigitte Nielsen, Vanilla Ice y MC Hammer entre otros.





Gracias a Tim me estoy comprando un chalet en Malibú.

Deep Roy, el Oompa Loompa

Fetiche de Tim Burton, este actor nacido en Kenya tiene una vasta carrera en el cine. A él le fueron asignados grandes papeles cinematográficos -aunque recién ahora nos-enterásemos-. Es el R2D2 [«Arturito»] de The Return of the Jedi y uno de los Ewoks de The Empire Strikes Back. Fue también el villano italiano en Pink Panther Strikes Back, actuó en Neverending Story, The Planet of the Apes y Big Fish entre otras. Pero fue sin dudas la participación protagónica en Charlie and The Chocolate Factory la que lo posicionó como una de las pequeñas grandes figuras de Hollywood.

He Pingping, ¿el hombre más pequeño del mundo?

El anterior hombre más pequeño del mundo y el actualmente registrado en el libro de los Récord Guinness fue el actor Nelson de la Rosa, fallecido en 2007. Ahora es He Pingping, de 73 centímetros, quien busca ingresar al hall of fame del Guinnes con el título del hombre más pequeño. Sus 15 minutos de fama ocurrieron cuando se reunió con Bao Xishu — el hombre más alto del mundo, con 2,36 metros — en la ciudad de Baotou, China. He Pingping, de 19 años, y Bao Xishu, de 56, se estrecharon las manos ante los medios de comunicación.

Bao Xishu [izquierda] saluda a He PingPing [derecha]

Little superstar, el breakdancer de Kollywood

Thavakalai es el nombre del pequeño actor que baila breakdance en la fenomenal pieza voutubista extraída de la película kollywoodense [que no es lo mismo que bollywoodense, que son las hindúes, éstas son de Chennai, formalmente Madras]. La película «Adhisaya Piravi» le dio una popularidad global a este artista; actualmente además de comerciales, también se desenvuelve como coreógrafo en la industria cinematográfica.



Juan Carlos se hizo conocido como conductor del sketch «Buenas Noticias» de Todo por \$2, en el que daba consejos acerca de como sobreponerse a la crisis allá por 2002. Desde allí se lanzó a la fama televisiva interpretando todo tipo de mini personajes, entre ellos el Mini Duhalde, hasta llegar a ser el Mini de Indomables, el programa de Roberto Pettinato, en el que interpreta sendos roles entre los que se destacan el Mini Padre Grassi, el Mini Cecilia Roth, el Mini Legrand, etc.



Lanzamiento de enanos: Ya fue prohibido por la ONU. Obvio.

Dwarf Tossing, lanzamiento de enanos Esta disciplina nacida en bares,

ira por la UN.

consiste en arrojar sobre una colchoneta una persona de estatura por debajo del promedio, siempre y cuando la misma acepte y tenga los requerimientos de seguridad necesarios. El objetivo es claro, gana quien lo arroje más lejos. Si bien en muchos lugares, y para muchas instituciones esta es una actitud degradante, sólo lo practican quienes se ofrecen. Este hábito va fue prohibido en varios estados de USA, Francia y otros, como así también citado con

Microwrestling, un poco más altos que las figuras de acción

La tarea de Micro Wrestling Federation consiste en agrupar a luchadores, no sólo con habilidades físicas e histriónicas como los de «Titanes en el Ring», sino también, con enanismo. Esto desembocó en uno de los torneos más concurridos del circuito, donde la piedad no existe, y la frase «el tamaño es lo de menos» es casi un himno.

Pequeños grandes deportistas



Romeo Devy su entrenador.

Aditya Romeo Dev. el minifisicoculturista

Ni muy muy, ni tan tan, nacido en India, el señor Dev era muy alto para ser el más pequeño, por lo tanto, pasó horas, días, semanas, y años en el gimnasio, para que en 2006 el Guiness Records lo reconociese como «el físicoculturista más pequeño del mundo», Levantando 1,5 kilogramo comenta que también es un gran bailarín. Su sueño es el de bailar con Jay-Z, su rapero más admirado, y viendo que este muchacho no se acobarda ante nada, no dudamos que lo logrará, Fuerza Romeo!

Chiquitos y olvidados



Gracias portirarme en casa, David

Gary Coleman, el niño mimado de Philip Drummond

Durante los 8 años que estuvo en el aire la serie «Blanco y Negro» [«Different Strokes»], el éxito de Gary no paró de crecer, aunque él sí. Una vez terminada la serie, su carrera sólo conoció la cuesta abajo: demandó a sus padres por malversación de los fondos ganados, tuvo que afrontar una denuncia por haber golpeado a un fan que le pidió insistentemente un autógrafo, se pasó los noventa como estrella invitada de algunos shows, le puso voz a algunos personajes del juego «Monkey Island», pero nada destacable. En 1999 se declaró en quiebra, teniendo que afrontar un empleo de quardia de seguridad en un shopping. Gary también se presentó a las elecciones para gobernador de California: perdió el comicio que ganó Schwarzenegger, aunque obtuvo un interesante octavo puesto.

Emmanuel Lewis.

de «Webster» a «Surreal Life» Emmanuel Lewis aduce que su metro v treinta centímetros no tiene explicación médica alguna. Su rol más destacable y memorable es el de «Webster», serie en la que interpretaba a un niño afroamericano que era criado por blancos. Esta fue la contrapropuesta que presentó la cadena ABC para competir contra «Blanco y Negro». Si bien la originalidad del argumento fue nula, el gran impacto fue el carisma de Emmanuel. Desde entonces, tuvo esporádicas apariciones. A mediados de los ochenta fue muy aceptado un tema que compuso para el mercado japonés: «City Connection»; también pasó por «Surreal Life»; actualmente se encuentra rodando una película iunto a Havlie Duff [hermana de Hilary] y Ben Savage [Kevin, «The Wonderful Years»].



Emmanuel Lewis. Antas y ¿Después?

ATYPICA MAG



Mini Celebrities que pasaron a mejor vida



Nelson de la Rosa. Susana me tenia ganas...

Nelson de la Rosa, de hombre rata a mascota de Marlon Brando Oriundo de la República Dominicana. Nelson media 71 centímetros, pero lejos de ser una traba, él se abrió camino: en su vida personal, con una esposa y un hijo [de talla normal el crío]. En lo profesional, trabajó en cine en la ítalo producción «Ratean» [1988], pero fue recién en la década del '90 cuando comenzó a frecuentar programas latinos de entrevistas. Empezó a escalar en la pirámide social y en su carrera como actor, incluido un papel en «Dr. Moreau's Island», compartiendo créditos con Marlon Brando. También protagonizó el video «Coolo», de Illva Kurvaki & The Valderramas. En 2007, Nelson falleció en Nueva York a la edad de 39 años. La Argentina lo recuerda por su manera tan particular de danzar, y su voz chillona.





Hervé Villechaize, de la fantasía a la pesadilla

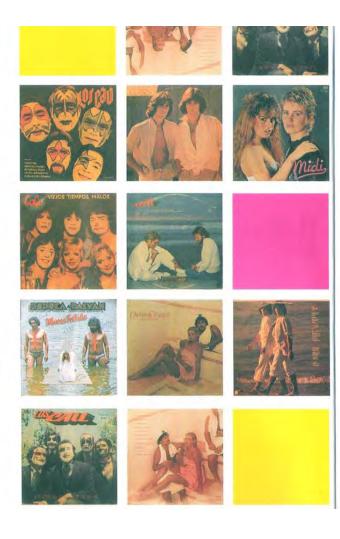
Una infancia signada por el hecho de ser distinto, de la escuela de arte directo a probar suerte a Nueva York, del papel de malo en la película «The Man With The Golden Gun» al simpático Tattoo de la serie «Fantasy Island», pasando por su relación conflictiva durante los rodajes que hizo que lo despidieran. En el medio también pasaron muchas cosas: participó en un organización que protegía a los niños de abusos, sumándole a esto la vida mediática, el olvido post éxito, una conmovedora canción llamada «What Do People Have To Fight?» que hoy consume todo You Tube, y una creciente adicción al alcohol, dio como resultado, el suicidio en 1993 de este ciudadano francés de origen filipinos. Tenía cincuenta años.

Wena Wena. mi pequeño karateka Fue un actor de cine y experto en artes marciales de origen filipino nacido en la ciudad de Parañague, Sus ochenta y tres centímetros de estatura lo convierten, según el Libro Guinness de los Récords, en el actor más pequeño en una interpretación como protagonista. Es recordado por encarnar al agente secreto en la película «For Your Height Only», y participar en «The Impossible Kid». Tuvo una carrera de cine activa en las

décadas de los años setenta v

ochenta. Se retiró varios años

antes de su muerte.



ALESSI>Driffing Los mellizos Billy y Bobby Alessi gra-«Baron Driffing» en el 77. Impusieron el look blanco playa pre 80s, con carnisas

sweaters impecables, barbas perfectas y peinados de coiffeur, llegaron al top ten con el tema «You can de magic».

DUDUCA & DALVAN>Massa falida

protechnique

Popular Latin American Typography TheUncoolhunter.com presents

A great explosion of graphic design is being experienced in Latin America due to the cheapening of technological costs and the particular world view owned by the South Americans. Thanks to these two facts, new kinds of characters that feed from the popular culture are created in this region. South America is considered as one of the regions owing a great polarization in terms of poverty and wealth and it is possible to observe the causes of such a phenomenon by means of this characteristic.

A detailed analysis on the creation of types in South America shows a growing tendency in terms of the reviralization of the neighborhood culture, the marginal culture and the sans serif street culture that are easy to read, get straight to the point and do not interfere with the basic expression and main goal which is to Communicate. This leads to face a search and a rescue from the outside of the expressions of the high culture.

The culture of poverty and a high rate of illiteracy give a way to artistic and cultural expressions that differ excessively from the lettered culture which are very typical of high stratums.

Illiteracy is a relative factor because the definition of the term illiterate is closer to the inferior limit of a complete illiterate in the societies of the Third World. In industrialized societies, an illiterate will be the person ignoring certain social and technological complexities. In all the cases, the illiterate is found in the poorest stratums.

With regards to the Latin American design, today we observe the arrival of a new vanguard related to the rescue of the marginal popular. So, the different cultural expressions of the poorest neighborhoods in South America are said to be the new fuel for designers and four developers of the region.

of the region.

The handwritten and brushed types, the use of chalks in retail stores, the temperas, and the non-digital ways of making
a character and communicating something to the reader are
being revitalized. Here there are some examples of this ten-

In Argentina, there is a collective of graphic designers called Sudition. Maybe, the idea of enterprising spirit defines them better than their motor south attitude does. They are authentic entrepreneurs that participate in the search, registration and commercialization of Latin typographies. They are dynamic risk-taking businesspersons that put their faith in a permanent renovation of contents, in an umbrella-organization model of open doors. Its members also have a particular skill: they know how to combine the colors and the canvas in an appropriate way in every occasion. Suditpos is an enterprising idea of multiple facets that are articulated by a common logic and a certainty: The



Figure 1. Eloisa Cartonera: Title: Cumbia. Author: Luis Covez (Costa Rica)

Popular Latin American Typography

printer from som

gathering of strengths boosts the performance of an enterprise which is opposite to the model of only one person It is composed of experienced professional Graphic Designers who have a renowned career: Claudio Pousada, Diego Giaccone, Alejandro Paul and Ariel Garófalo (Initially, Ramiro Espinoza and Mauro Oliver took part in the proiect).

This design collective, according to its members, does not aspire to the aristocracy of design (if something like this resists) but to revitalize that marginal culture, the Latin American neighborhood culture, the handwritten billboard. It is a remarkable job that is done with great effort by designers who attempt to make original typographic works known in a profitable way. The collective of designers is based on the generation of handwritten characters based on different icons that are typical of the South American neighborhoods. Some examples of their works are: Titans: based on wrestling fights of the Argentine TV show of the 70s Thanse en el ring (Titans on the ring). Gardel, the rescue of the neighborhood Tango expression of the popular singer-songwriter Carlos Gardel, Candombe; based on the Afro-Uruguyan musical rhythms, and Malambo; that expresses the rural and gaucho calligraphy of the Argentine Pampa. With all their doings. Sudtipos projects itself as an innovatory proposal in terms of handwritten billboard calligraphy in Argentina.

Another example of revitalization is Eloisa Cartonera, a non-profitable, social and community-related artistic project settled in Buenos Aries, Argentina. The central office is a cardboard store - a place where cardboard and paper is sold - named No hay cuchillo sin Rosas (There's no knife without Roses). There, cardboard collectors exchange ideas with artists and writers. The cardboard collector is exclusively a South American phenomenon. (To understand the concept, they are unemployed people who are excluded from the labor and commercial system because they do not have educational resources or because they do not belong to a social class. That is why they pick up cardboard and paper around the city. The next step is to sell them. Then, most of the paper and cardboard is recycled and sold again. Many times there are entire families working as cardboard collectors.) Eloísa Cartonera is in the search of inventing its own esthetic, more open-minded, trying to cause a reciprocal learning and stimulated by the creativity. One of the ways of achieving these yearnings was the creation of a special publishing house. Books with cardboard covers are edited there. The covers are made of the cardboard that was collected in the streets. These books are painted by hand by people who leave the cardboard collection job when they start working in the project. Unknown, border and vanguard material of Argentina, Chile, Mexico, Costa Rica, Uruguay, Brazil and Peru is published. The premise of this publishing house is to make Latin American authors known. Cardboard is bought at AR\$1.50 a kilo when it is usually paid AR\$0.30. The cardboard collectors have an income of \$3 per hour (1 American Dollar) for carrying out these tasks. The project tends to generate more genuine manpower supported by the selling of books. There is no other way of financing this project. None of the characters are alike and it is the same with the covers of the books. The covers are painted by hand, with temperas and paintbrush. This gives an artistic value to the work. Elossa has a catalogue of authors who are worldwide renowned: Previously unpublished literature (texts given by authors who support the project) of Ricardo Piglia, Cesar Aira, Gonzalo Milan (Chile), Luis Chavez (Costa Rica) and many others. The catalogue is Latin American: Basically, there are authors from Peru, Chile, Brazil, Uruguay and Argentina. In some cases, the texts are not unpublished material but material that was out of circulation a long time ago like some poetry books of the Chilean author Enrique Lihn. This project has already started in Lima and Rio de Janeiro.



Several Internet sites in South America get united to promote

Populardelujo is a non-profitable project related to the collective assets that reports, protects and stimulate the cultural, popular and urban capital of Bogota, Colombia.

The objective is to track the things that belong to the deep side of Bogota by offering clues of an identity that is possibly shared with other South American cities.

Populardelujo is a reconnaissance exercise of the things belonging to Bogota and of the celebration of the neighborhood particularities. The characters that take and will take part in populardelujo are elements, images, situations, objects and common places that have become visible to the inhabitants of this Colombian city by means of a daily experimentation.

PSD MAG

protechnique



50





Figure 8. Latin American Style Type by Sudtipos



Popular Latin American Typography

This organization tends to make the cultural ways of urban expression known.

expression known.

Graftea popular uruguaya is a Uruguayan site that deals with the selection, classification and revitalization of urban cultural expressions such as consuming habits, art, social expressions and communications. In this site morphologies of characters typical of the handwritten billboard that are specially painted and drawn for every occasion are offered

This typographic trend is also seen in Brazil in the sites Tipografia Popular Brasileira (Brazilian Popular Typography) and A Voz do Povo (The voice of the people). They phy) and A Voz. do Pow (The voice of the people). They denote an exposition of the neighborhoods, the ignorance in terms of an educated culture from which the new South American designers feed in order to produce their works. The people, the laborer mass, show themselves in the Brazilian cities by means of billboards, commercial characters and social and political expressions just like it happens in other Latin American cities.

Proyecto Cartele (Billboards Project) is a simple offer that it is self-explained: an experience started by three young persons of Argentina related to advertising and design six years ago. Doz-ens of half-anonymous followers and full-time proud amateur photographers joined the project after the first publication of a book, the passage of time, the mouth-to-mouth and the pre-dilection of the Argentine people to follow the latest cult ten-

dencies and an internet site.

This derived into a collective project and explained the first part of the name that resorts to the same one in a code of a funny anecdote by registering billboards in pictures with inscriptions that in or out of context get close to the absurd, scratches the grotesque of the daily and many times the ignorance that later on turns into valid ways of expressing after the repetition of the mistake that delights the reader by offering a picturesque and entertaining portrait of the reality of our

a picturesque and entertaining portrait of the reasity of our world which is not imposed.

As a warning, the site says: badly taken pictures of things that everybody sees that were taken by amateur photographers. Finally, Proyecto Cartele does not promise pomp but to fulfill its promises with grace, a closer vision of the neighborhood cultures of the property of t ture and its ways of expression.

by TheUncoolhunter team (2006) «

Links

- Sudtipos (Argentina) http://www.sudtipos.com;
- Eloisa Cartonera (Argentina) - http://www.eloisacartonera.com.ar/eloisa/; Popular de Lujó (Colombia)
- http://www.populardelujo.com; Grafica Popular Uruguay (Uruguay) - http://webs.montevidea.com.uy/rodelu/gpu/ gpu2.htm;
- Prize de la Popular Brasileira (Brazil)

 http://tipos.sibilina.com;

 A voz do Povo (Brazil)
- http://www.fotolog.com/avozdopovo; Chilean Typography Rescue (Chile)
- http://www.tipografia.cl/sitioantiguo/proyectos/ proyecto_tup/homelupv2.html; Cartele Project (Argentina)
- http://www.carteleonline.com.



Figure 10. Model Agency in Buenos Aires' Chinatown. Photo by The



Figure 11. Peluca Street Fish Store (Rosario, Santa Fe, Argentina) Photo by The Uncoolhunter



Figure 12. Tipografia Popular Brasilerira

PSD MAG

Portfolio

The weirdest south american the unscellanter posters & billboards

Theuncoolbunter.com is a websitelmagazine designed for a reader who wants to enrich him or herself with information related to the new trends. In order to stand out from the other, let's say, conventional websites of coolhunting and trendscouting. The Uncoolhunter wants to go further and show the other face of the trend: the no trend and worship the uncool (the trash, the bizarre, the kitsch, the cheap pretentious, the expensive sold to a lower price, the freak, the badly designed, the surreal, the hyper-real, the incoherent, the under professional, the under scientific and the underdeveloped). A group of everyday life observers makes it possible. The Uncoolhunting is an unlimited phenomenon and pretends to be the icon of trend research. When doing research on outdoor advertising communication in South America we have observed that the most creative billboards, winners of international awards, and the uncoolest posters and popular street artvertising can coexist in the same cities.

Just to mention one of these memorable ads, we have the case of Ariel stain remover that launched the Billboard Route in the Province of Buenos Aires. It showed a white shirt with a terrible black stain. The peculiarity of the idea is that as the car was getting closer to the billboard, the stain was being optically removed because it wasn't actually placed on the billboard but a few meters ahead. The optical illusion made the spectators see a moving stain. The slogan was Ariel comes out this fast! (Figure 1). The billboard was created by the agency Del Campo Nazca Saatchi & Saatchi Buenos Aires and it was awarded the golden lion in the category Ambient Special Build at Cannes Lions 2006. But on the other hand, The Uncoolhunter.com brings to all .Psd readers the most bizarre posters and billboards of Latin America.

When you want to be successful and you have no idea on how to do it, you copy. We have inquired into the deepest of plagiarism and we found out that in Potosí, Bolivia, there is a restaurant specialized in spit roasted chickens (Pollos Al Spiedo) called *Mac Donal* (Figure 2). Although it is obvious the absence of the s apostrophe, the color of the paint used to cover the front of the restaurant is, casually, red and yellow. An extreme example is the poster belonging to the real estate company F.B.I. located in Buenos Aires. Of course, the acronyms do not mean Bureau of Investigation but Fernández Blanco Inmobiliaria (Fernández Blanco Real Estate) (Figure 3). As we can see, its logotype was highly inspired on the

60

It seems that science fiction is commonplace when using an exaggeration source. Two ads starred by picturesque illustrations of aliens offer fresh and unusual material

In Capilla del Monte, Province of Córdoba (Argentina) the fire repair and car lubrication center called El Yala delights us







Figure 1. Ariel Route, Del Campo Nazca Saatchi & Saatchi

Portfolio



Figure 2. Provecto Cartele



Figure 3, Anna Carina for Provecto Cartele



Figure 4. Proyecto Cartele



Figure 5. The Uncoolhunter team

with a hilarious mural in which an employee is fixing the flat tire of a UFO while two aliens seem to make a comment on the efficiency of the job that is being done (Figure 4). This unusual advertising mural only makes sense when we realize that near the area of Capilla del Monte there is a famous hill called Cerro Uritorco, one of the biggest energetic centers of the world. It is said that this spot was regularly visited by all kinds of interplanetary beings.

Another example of a poster starred by an alien is the one located at the ice-cream store Miranda in the city of Cafayate, Province of Salta (Argentina). It advertises an original Wine ice-cream which is unique in the world (Figure 5). The poster reads: People from everywhere come to taste the exquisite Miran-

Another inexplicable case is the dinosaur that eats empanadas (a typical Argentine stuffed pastry) and drinks soft beverages using a drinking straw (Figure 6)

An extinct saurian, with a naughty smile and the advertising cliché of wearing a cap backwards, is the face of a dining room at the Ischigualasto National Park - best known as Valle de la Luna - in the Argentine Province of San Juan. Different fossil remains of saurians daring back from 200 million years have been found in this area and the dino is the icon for the



There are brands that want to communicate lots of things by means of its messages. This is the case of the hot dog (called pancho

in Argentina) store DvOtto (Figure 7, 8). This brand wanted to gather different allusions to its name: It is highlighted the association of ideas with Otto, the super-famous character of The Simpsons. But there is another allusion: Pancho Dotto, a famous Argentinian bon vivant and owner of the modeling agency Dotto Models. And there is one more: The little V that replaces the apostrophe is not a mistake: it is allusive to the village of Devoto in the city of Buenos Aires, the place where this store is located. Anyway, it is a pretentious marketing strategy used to reach different targets.



Chile, because of its outdoor propaganda, seems to be a country where political candidates are not considered in a serious way. In this case we can see a billboard of the candidate Patri-

cio Cantos who belongs to the political party Por la Democracia (For the Democracy). He is caricatured by an illustration of a slimed superhero body which ends up in a picture of his bearded face. In this poster the reckless candidate a Super Town Councilor communicates us the slogan: I defend you with

On the other hand, a surreal mural of the Chilean Socialist Party shows Shrek and a phrase that says: Shrek also votes for Jimmy González (Figure 10).



Figure 7. Proyecto Cartele

psd extra

61

PSD MAG

Figure 8. Orlando Duque for Proyecto Cartele

Figure 9. The Uncoolhunter team

Portfolio

In Carmelo, Uruguay, a poster of the sunglasses brand See Pac shows more than 20 kids of a nearby school. The print ad

reads: Take are of our eye... (Figure 11).
Heading up North, the National Beer Pilsener Potosina (original beer from Potosi, Bolivia) shows, by means of a mural, an illustration of a Coya Kid (yes, a kid in an alcoholic drink ad) urinating in a stream. The message is: Never drink water or

message is Never armin water or something similar to it, drink Potosina Beer (Figure 12). On the other hand, in Rosa-rio (Argentina) a poster that belongs to the Municipal Institute of Animal Health Institute of Animal Health (Limusa) surprises us with the concept: "He accepts you and loves you just as you are. Adopt a dog." (Figure 13). A billboard in the city of Merlo (San Luis, Argentina) gives us an order: Don't throw

garbage and by means of a hilarious personification of a bird – an aggressor in this case - who gives a present back to that person who takes no notice of the request (Figure 14).



Figure 11. The Uncoolhunter team



Figure 12. Proyecto Cartele





.psd extra

Figure 10. Enrique Cicciari for Proyecto Cartele

Figure 13. Francisco Salazar for Proyecto Cartele

Portfolio



Figure 14. Hernán Mattioli and Cecilia Comar for Proyecto Cartele



Figure 15. Ricardo Wetzler for Proyecto Cartele



Work accidents that can be avoided: A poster found at the area of Talcahuano (Chile) says: Do not be the cause of an accident and it shows a man who loses his fingers by means of a power saw while a friend is waving at him (Figure 15). Warnings while you are in a car: A billboard at the Provincial Route 20 in La Pampa (Desert Route – Argentina) says with a likeable illustration: Do not jerk the steering wheel at the road-side (Figure 16). There is another one in La Paz (Bolivia) that says: If you drive, do not drive and just in case it is not clear it repeats: If you drive, do not drive (Figure 17).
Finally there is billboard belonging to the Government of Salvador Bahia, Brazil, that advises pedestrains the following: Do not cross in front of a bus (Figure 18). It should end like this: You can be crashed into by a leopard behind the wheel Thanks Jose Vieira.

Proyecto Cartele: www.carteleonline.com The Uncoolhunter: www.theuncoolhunter.com



62

63

HIGHLIGHTS



JAN 2006. At that time Javier Lourenço was the creative director at El Cielo de Agullan Y Bacceti and he was teaching at Underground, school of Creatives. The Coolhunting and the online magazines of trends (coolhunting.com, thecoolhunte.net) were at their very peak and he began to think up a counter-culture in order to complement the coolhunting. The idea was to show the material "hunted" by a different observer eye because the references of the cool world or the elite were not enough.

APR 2006. Two ex coolhunters and advertising creatives, Hernando Gómez Salinas and Diego Beyró joined Javier's project. Later on Diego Bazzino, who was also an art director, joined them. Together they began to develop the site, to categorize and gather different contents. They set the object of research of the uncoolhunting, that is to say, everything that was considered bizarre, freak, trash, kitsch, camp, extravagant, eccentric, pretentious, the expensive sold at a lower price, the cheap sold at a higher price, marginal, sub-professional, sub-scientific, incoherent, illogical, surreal, hyper real.

JULY 2006. The uncoolhunter.com was launched in Spanish and English. The motto highlights the value of the notrend as a neo tendency and rescues the most remote things of the Off Culture. The site offered delving into the retro, old street markets, circuits of the Off Culture, paths that were forgotten by the elite and old chests and dusty shelves. Dalí's quote: "fashion is something that is not fashionable" guides the main concept in terms of searching for the uncool. The basis of Uncoolhunter is the field research and the publishing of first-hand info although we do research on the web.

The Uncoolhunter is shown as "a source of inspiration" for those who work in communication (publicists, graphic designers, fashion designers, people of the industry world, movie buffs, sociologists, journalists, etc.). It sets a specific target but it can be extended.

AUG 2006. Great world impact. The main sites related to tendencies (Coolhunting.com, trendhunter, PSFK) mentioned TheUncoolhunter as a new discipline and counter-culture of the coolhunting. This led to a record of 7000 different visits from different countries around the world per day.

SEPT 2006. It expounded in the Pecha Kucha Night Buenos Aires Vol. 2 together with arquitect Clorindo Testa, the cartoonist Liniers and the fashion designers Hermanos Estebecorena, among other people.

OCT 2006. The site began to have repercussions in different Argentine and Latin America means of communication. The main newspapers and blogs publish articles about this "new discipline created by four argentine citizens".



NOV 2006. Javier Lourenço and his alter ego VJ Bizarreta began to play in different events. He performed the VJ Bizarre Set that gathered the worst of the Italian Disco, the J-Pop and the Funkyglam.

DEC 2006. The Uncoolhunter had its space in the American magazine PSD. It offered its particular, popular, and marginal vision of graphic design, photography and art.









MAR 2007. It started giving a series of conferences at important Argentine universities. They were aimed at advertising students. They expose the cosmopolitan vision of the tendency and the new uncool that is applied to a new advertising communication where the freak and the bizarre paved the way that was different from the cool and the aspiration.

MAY 2007. The number of international contributors and correspondents of the site was increased. At that point there were more than 30 countries involved in the project, from Ukraine to New Zealand and there were 4 correspondents in Brazil.

JULY 2007. The Uncoolhunter launched the campaign "A million of friend for Roberto Carlos" in myspace. The idea was to collect one million virtual friends to answer the call of The King. Later on it joined Facebook. www.myspace.com/millondeamigos



"Yo quiero tener un millón de amigos"

NOV 2007. The Argentine newspaper Clarín published an article about the new uncool tendency. It suggests The Uncoolhunter.com as the "the Bible of the bizarre".



DEC 2007. The Uncoolhunter organized a celebration on New Year's Eve at Niceto Club Buenos Aires. More than 2000 people were present at the event.



2008

APR 2008. The Uncoolhunter started to write articles about different topics of the uncool world for the magazine of trends called Atypica.

MAY 2008. The idea of a new project of the uncool world popped up from our correspondent, Clarissa Butelli, in Rio de Janeiro. The proliferation of sited devoted to show the cool looks of the street fashion (hel-looks, the sartorialist, on the corner, among other sites), the Uncoolhunter suggested to show the B side. Unstyle was created under the motto "Street fashion with the Whoa!!! Factor" that was a place where the original, the easygoing and the unfashionable were the key point.

JUL 2008. Two years passed from the launching of The Uncoolhunter.com. More than 500.000 had already visited the site. USA was the country with the biggest quantity of visitors.



OCT 2008. The Ucoolhunter.com lectured at Trimarchi, the Meeting of the most important Graphic Designers of Latin America. There they offered their point of view about the tendencies in design. The talk was called: Dancing at the Party of the End of the World. The new ugly, the new vulgarism, the bizarre as mainstream and the uncool as new cool were just some of the items that made us arrive to our own conclusion about the new thin line between the cool from the uncool.



DEC 2008. The Uncoolhunter, together with coolhunting.com, the coolhunter.net and coolgadgets, was chosen as one of the 12 Ultra Cool Blogs by the site Trends Update.

theuncoolhunter.com was selected as one of the 12 ultra cool blogs of 2008 by Trends Updates.





MAR 2009. The Uncoolhunter took part of the Coolhunting seminar given by the Universidad de Palermo, Buenos Aires, Argentina.

APR 2009. The Beta version of Unstyle.us was launched. Photographers around the world were called to be photo shooters of the project. It was coordinated from Rio de Janeiro by the copywriter Clarissa Butelli.



JUN 2009. The Uncoolhunter was chosen as one of the most innovating sites of Argentina by the Influences Award.

JUL 2009. We started to exchange collaborations with the site Lost At E Minor.



OCT 2009. The Uncoolhunter.com creates Camp Parties Series.

Camp is extravaganza, eccentricity, overloads of bizarre stuff.

It takes place at Niceto Club Buenos Aires venue. The first party of the series was called Tropical Halloween. Class Latino live and Tranqui Yangui Parade were the key points of the party.





FEB 2010. The second party was Carnaval Zombie. Los Parraleños played live and there was a tribute to Thriller from Michael Jackson.



MAR 2010. The Uncoolhunter launches its new website redesign. It was active until the end of 2011.



JUN 2020. In the middle of Covid19 pandemic and after a 9 year impasse from their latest posts, we launch a brand new IG account @the uncoolhunter







OCT 2021. To celebrate the 15th anniversary of its foundation, a new website is born, theuncoolhunter.com



THE UNCOOL FILE HUNTER EST. 2006

Contact. info@theuncoolhunter.com

THANK YOU