

Greg Quinton

The execution of an **erotic comic from Italy** resonates with the goals and processes of design, says Greg Quinton of The Partners



Greg Quinton

...Creative partner at the award-winning UK consultancy The Partners, Greg has contributed significantly to their reputation for creative excellence, receiving over 100 awards for design including four Silvers and a Gold from D&AD. He recently became a member of the D&AD Executive and is a father of four.



Title *Lanterna Mágica*

Medium Comic art

Artist Guido Crepax (born Guido Crepax)

Year 1977

I am not a pervert (honest, guv) and I don't pretend to be an expert on comic art either.

I'm not a comic nerd, I don't think I've ever stepped inside *Forbidden Planet* and I honestly don't collect rare editions in plastic sleeves (or brown paper bags come to that). But I do, like many designers, adore comic illustration as a genre and to me Crepax's work is a classic.

This is partly due to the fact that I felt that I discovered him (well, a tatty copy of one of his books) in a dusty antiques shop on a typically wet day on holiday in France, so long ago that the franc was still legal tender. Okay, so the 1970s semi-erotic surreal content helped brighten the day, but mostly what I really loved was the way he tells the story.

No words. No words at all. Dynamic cropping of illustrations and a wonderful use of

details (rather than full images) combine with dramatic changes of pace to create a tense, cinematic quality.

Today the narrative is more important than ever, but we don't have time to read. The role of design is increasingly to cut through the clutter, get into people's heads, communicate the key brand message and do so in an engaging way both emotionally (find the hook) and visually (make it gorgeous). Though sex still sells, you don't need to be a pervert to design. But it might help.

Crepax had a deep influence on European adult comics in the second half of the 20th century. His most famous character, Valentina, arrived in 1965. Via Crepax's psychedelic, dreamlike storylines involving strong doses of eroticism, she became representative of the spirit of the 1960s. His influence can even be seen in the work of furniture designer Giuseppe Canevise.