

phone: +1 202 294 2828
e-mail: macasev@gmail.com

Born in Becej, Yugoslavia on 3 August 1971. Graduated from the Faculty of Architecture, Belgrade, Yugoslavia in 1998. Member of AIGA (New York), Art Directors Club, Belgrade. Member of Applied Artists Association of Serbia. Works in a variety of visual culture disciplines (graphic/web design, contemporary art). He lives and works in New York City.

“Aleksandar Macasev’s work ranges from the deceptively simple to the highly political.”
PRINT magazine

“Most of Macasev’s clients and collaborative relationships come from the fine art world, therefore, rather than from corporate culture. Macasev feels comfortable working with galleries and artists, mainly because his own work crosses and recrosses the line between applied and fine art.”
STEP magazine

“Philosophy has been debating the essence of truth for thousands of years, so while these are not new concerns, Macasev found a way to frame the question in a contemporary and relevant manner.”
Speak Up journal

SELECTED PUBLICATIONS

web

Pretty Cool People Interviews, Submarine channel, 2008
 Steven Heller, an interview with Aleksandar Macasev, for AIGA, 2006

magazines

CONCEPT magazine, “Joseph Goebbels™”, Vol. 5, 2009
 Fiona Sibley “Going Global”, Design Week UK, October 2007
 STEP magazine, Vol.23 No.1, Jan/Feb 2007 (The Field Guide to Emerging Designers)
 Flash Art magazine, Vol. XXXIX, No.250, October 2006

books

“Aleksandar Maćašev / Book”, Mikser Books, 2010
 “limited language: rewriting design” by Colin Davies and Monika Parrinder, Birkhäuser, 2009
 “The Graphic Eye” by Stefan G. Bucher, Chronicle Books, 2009
 “Graphic Designology 300+”, 2009
 “One Hundred at 360” contemporary designers, Mike Dorrian, Liz Farrelly - Collins Design, 2007
 “Anatomy of Design” book by Mirko Ilic, Steven Heller, Rockport Publishers, 2007

WORK EXPERIENCE

2009 - present Creative director at reMiks NYC Ltd.

2004 - 2009 Freelance visual artist and designer

2004- 2006 Teacher of interactive design and history of design at the Department for Computer Art&Design, BK Art Academy, Belgrade, Serbia and Montenegro.

2004 Designer for BBDO advertising agency, Belgrade, Serbia and Montenegro, web designer at MassVision agency

2001-2004 Art director and web designer for Saatchi&Saatchi advertising agency, Belgrade, Serbia and Montenegro

1999-2001 Web designer for the Centre for Contemporary Art, Belgrade, Serbia and Montenegro

1993-1998 Designer for ITAKA cultural NGO, Becej, Serbia and Montenegro

SELECTED LIST OF INTERNATIONAL CLIENTS

AARP (US), Future Flair (US); SWATCH; Playboy; Mirko Ilic Corp. NY (US); Karlssonwilker NY (US); Deloitte, French Cultural Centre; Belgrade (Serbia); Merkator (Slovenia); Cinemania (Slovenia); Janjic GmbH (Austria); CHARTAMEDE foundation (UK); Accept&Proceed (UK); ERSTE bank (Austria/Serbia); Telenor (Norway/Serbia)

FULL LIST OF EXHIBITIONS, AWARDS AND PUBLICATIONS in the following pages

EXHIBITIONS

*2010***“Chromatweet”** Kwart magazine selection at MIKSER design expo, Belgrade*2009***“High Anxiety”** solo show, Avla gallery, Ljubljana, Slovenia*2008***Telenor Collection exhibition**, Cvijeta Zuzoric pavilion, Belgrade*2006***Small Town Horror**, Postcard Project, Gallery of Cultural Centre of Belgrade**Zentropa Balkan**, print, CONFIDENTIAL exhibition, Kocka, Belgrade**Joseph Goebbels™**, print, Belgrade Design Week**GRIFON**, biannual graphic design show, Belgrade**In The Name of...**, print exhibition, BELEF festival, Belgrade*2005***Joseph Goebbels™**, art campaign, BELEF festival, Belgrade**Human After All**, ambience set, Lose Yourself exhibition, Cultural Centre of Belgrade**No Name** expo of graphic design, Cacak, Serbia*2004***(f)art collection** screening, OUT VIDEO festival, Jekaterinburg, Russia**RROSE PIXEL** presentation, SERBIAN FAGS IN SLOVENIA exhibition, Ljubljana, Slovenia**COPY & WASTE** (web art), the Webart exhibition in Podgorica, Montenegro**Unstable Portrait of Joseph Goebbels** (web art), Webart exhibition in Podgorica, Montenegro**GRIFON**, biannual graphic design show, Belgrade*2003***(f)art collection** screening at the DAMASQUINE gallery in Brusels, Belgium**BLACK PIXEL V.1.00 and KONTROLA.CO.YU** web artwork, October Salon in Belgrade, Serbia and Montenegro**R(r)OSE PIXEL** (queer version of the BLACK PIXEL) presented at the Queer Weekend (Coming out with nick II), REX, Belgrade, Serbia and Montenegro**Selja** (web art), 4th Fair of the Short Electronic Form, Belgrade, Serbia and Montenegro*2002***Danse Macabre** (Video/web work), festival VIDEOMEDEJA in Novi Sad, Serbia and Montenegro**Wedding and XXXS** (Web art), 3rd Fair of the Short Electronic Form, Belgrade, Serbia and Montenegro*2001***Sponsor** (Web art), ARTISTS FORBID - Novosibirsk exhibition, Russia**Folie a deux** (with Andrej Dolinka) and “adZ v.2” (Web art), CALL ME SARAJEVO (video festival), Sarajevo, Bosnia**FAST FORWARD AND CONSUMING IMAGES** - exhibition of paintings in TERRA gallery in Kikinda, Serbia and Montenegro**INHABITED SPACE** - spatial intervention which took part in the Belgrade summer festival (BELEF), Belgrade, Serbia and Montenegro**“:)”** (chat performance), CONVERSATION (International exhibition at the Belgrade MOCA), Belgrade, Serbia and Montenegro

The Best of serbian Advertising (Web art), 2nd Fair of the Short Electronic Form, Belgrade, Serbia and Montenegro

2000

Window (an ambiental work) and “Trace of desire” (the body action), the 4th Yugoslav Biennial Of Young Artists, Vrsac, Yugoslavia

Products (mixed media), the 5th International Biennial of Miniature Art, Gornji Milanovac, Yugoslavia

Link (An ambiental work in urban space), Multimedia project, “Srbija 2000”, Belgrade, **adZ (v.1.00)** (Web art) 1st Fair of the Short Electronic Form Belgrade, Yugoslavia

Consuming Images, Exhibition of paintings, Becej, Yugoslavia

1999

Inhabited Space, (An ambiental work in urban space), Becej, Yugoslavia

1998

Accumulation, (author of the exhibition of the young artists), Becej, Yugoslavia

Mapping (ambient work), the 3RD Yugoslav Biennial Of Young Artists, Vrsac, Yugoslavia

Corrections, (mixed media), the 4th International Biennial of Miniature Art, Gornji Milanovac, Yugoslavia

1997

Spatial Resemantization, installation exhibition, Becej, Yugoslavia

1996

War island, exhibition, Belgrade, Yugoslavia

Project X, video exhibition, Belgrade, Yugoslavia

1995

The Body, exhibition of paintings, Becej, Yugoslavia

1994

Metelkova Street, project exhibition, Birmingham, Zurich, Bruxelles, Ljubljana

1993

Exhibition of posters, Becej, Yugoslavia

AWARDS*2008*

BIZART 07 Design&Business award for the successful partnership with ERSTE bank during the “Erste machine”.

2007

The special prize for graphic invention at the TELENOR “Challenge the wall” graphic competition.

The winning design of the contest for the logo of the Serbian Chairmanship of the Council of Europe.

The 1st prize in the category of web sites (IT achievements in 2007) for the POLITIKA web site given by IT Association of Serbia.

ULUPUDS’ (Serbian Association of Applied Arts) acknowledgment for design achievements in 2005.

2005

Award for the best campaign design (Mirko Ilic’s exhibition in Belgrade), PR society of Serbia

2004

1st prize for COPY & WASTE at the Webart exhibition in Podgorica, Montenegro

2003

1st prize for the Ideas Campus web site at the ArtTech III festival, Pancevo, Serbia and Montenegro

Awards for web design and digital photography at the XPOSE festival, Pancevo, Serbia and Montenegro

Awards for vector graphics and flash animation at the Art tech IV festival, Pancevo, Serbia and Montenegro

2002

Special award for web design at the FINLANDIA “On ice” competition, Belgrade, Serbia and Montenegro

2001

Rex award for “adZ” (v.1.00) (Web art) 1st Fair of the Short Electronic Form, Belgrade, Yugoslavia

1996

The 1st prize at the architectural competition for the river island on Danube in Belgrade, Yugoslavia

1994

The second prize for total design for Yugoslavian EASA (European Association of Students of Architecture), Belgrade., Yugoslavia

1993

The 3rd prize on the student competition for total design for the YOUNG ARCHITECTS CLUB, Belgrade., Yugoslavia

PUBLICATIONS

Books and exhibition catalogues

- "Aleksandar Maćašev / Book", Mikser Books, 2010
- "limited language: rewriting design: responding to a feedback culture" by Colin Davies and Monika Parrinder, Birkhäuser, 2009
- "The Graphic Eye" (Photographs by Graphic Designers from around the Globe) by Stefan G. Bucher, Chronicle Books, 2009
- "Graphic Designology 300+", 2009
- "One Hundred at 360" contemporary designers, Mike Dorrian, Liz Farrelly -Collins Design, 2007
- "Anatomy of Design" book by Mirko Ilic and Steven Heller, Rockport Publishers, 2007
- Lisa L. Cyr, "Innovative promotions that work" a quick guide to the essentials of effective design, book, ROCKPORT, 2006, pages:155, 174-175, 188.

- Telenor Collection catalogue, 2008, pages 2, 68-69
- Grifon, Biennial of the best of the graphic design in Serbia, exhibition catalogue, 2006, page 39
- Belgrade Festival of New Communication, B-LINK, catalogue, 2006 page 4
- Sava Ristic, "Why is A Stick Figure the Best?", catalogue of the "Lose Yourself" exhibition, gallery of Cultural Center of Belgrade, December 2005, pages: 16-17, 22-23.
- Belgrade Summer Festival (BELEF), exhibition catalogue, 2005
- No Name Expo, catalogue of graphic design exhibition, Blazina Design Studio, Cacak, 2005, page 60
- "Art Directors Club of Serbia", New Moment no. 24., September 2004 page. 42.
- 44th October Salon, exhibition catalogue, 2003 pages: 72-72.
- Coming out with nick II, exhibition catalogue, 2003, page 5
- "Conversation", October 2001, exhibition catalogue, Center for Contemporary Art, pages: 62-63
- Belgrade Summer Festival (BELEF), exhibition catalogue, 2001
- Sixth International Biennial of Miniature Arts, Gornji Milanovac, exhibition catalogue, 2000, page 123
- Fifth International Biennial of Miniature Arts, Gornji Milanovac, exhibition catalogue, 2000, page 150
- Lidija Merenik, "The Space Between, The Abyss, The Style of Loss", 3rd Biennial of Young Artists, Vrsac, exhibition catalogue, July 1998, pages:9, 62-63.
- "Accumulation", exhibition leaflet, 1998
- "Spatial Resemantization", catalogue of the exhibition, July 1997
- "Joint project", Ljubljana, isbn 961-90298-0-1, exhibition catalogue, 1995 pages: 16-17.

Newspapers and magazines

- "I don't deal with beauty, but communication", interview by Aleksandra Ćuk, Blue Pages VIII/IX, Danas 24 October, Danas.
- CONCEPT magazine, "Joseph Goebbels™", Vol. 5, 2009
- "ChromaTweet", KVART magazine, No.11/12, 2009
- "Random T-shirts", KVART magazine, No.6, 2009
- "Random T-shirts", KVART magazine, No.6, 2009
- "Home made fashion editorial", KVART magazine, No. 4/5, 2008

- "Margins", KVART magazine, No. 3, 2008
- Art portfolio, Yellow cab magazine, October 2008
- FAME magazine interview, September 2008, pages 130-133
- Danas daily newspaper, interview, "I don't want to be loved, I just want to be adored", 8 September, 2008, No. 3997, page 23
- Ambijenti magazine, May 2008, pages 125, 127
- Art Fama magazine, January 2008, page 33
- Design Week UK, October, 2007, "Going Global", pages 16-17
- Ambijenti magazine, September 2007, page 97 and cover
- Yellow Cab magazine, May, 2007, "Designed Life", page 42
- STEP magazine, Vol.23 No.1, Jan/Feb 2007 (The Field Guide to Emerging Designers), pages: 88-89
- Flash Art magazine, Vol. XXXIX, No.250, October 2006, page 59
- European Design Annual, PRINT magazine, LX:III, May/June 2006, page: 147
- Stephanie Skirvin, "Belgrade Confidential", PRINT magazine, LX:I, Jan/Feb 2006, pages: 63-65, 68
- Sean Tichar, "Serb You Right", Wallpaper magazine, No. 73, November 2004, page 169.
- "Design Week", Yellow Cab magazine, No 56, April 2006, pages: 10,11
- "Belgrade Confidential", DANAS newspaper, 21st December 2005, page 27
- Dijana Metlic, "Joseph Goebbels in Belgrade", Remont magazine, no. 13, autumn 2005, page 16
- Valentina Delic, "Trade Mrak", interview, magazin EKONOMIST, No. 273 15th August 2005. pages: 38-39.
- "Think about it", GLAS newspaper, 26th July 2005, page 26
- Aleksandra Cuk, "REPEAT MESSAGE THOUSAND TIMES, IT BECOMES TRUTH", interview, daily newspaper Danas, No. 2858, 25th July 2005, page: 21
- "Joseph Goebbels campaign", DANAS newspaper No 2863, 30th July 2005, page XXIII (supplement)
- Anica Tucakov, "Spirit of metropolis in non-aligned nowhere-land", interview, Tomorrow, special supplement of the daily newspaper Danas, 7th March 2005 page: 10
- Bogomir Doringer, "Aleksandar Macasev, designer", interview, PRESTUP magazine, no. 23, October 2005, pages: 156-157.
- Milena Marjanovic, "Aleksandar Macasev", BLIC newspaper, No.. 3043, 2nd August 2005, page 12
- Stevan Zivkov Andricin, "The-Mighty, Macasev", interview, City Focus, February 2005, pages 28-29
- "Imaginary library", VREME magazine no.775, 2005, illustration by Aleksandar Macasev, page 68
- "Safe, worrying, god save us...", VREME magazine no.773, 2005, illustration by Aleksandar Macasev, page 86
- "On time", VREME magazine supplement, 22nd August 2005, pages: 1, 3, 13
- "Rise of the red rock", VREME magazine no.771, 2005, illustration by Aleksandar Macasev, pages 56-57
- "The songs that changed lives", STATUS magazine, No.21, 2004. page 185
- Maja Vidakovic, "Undulation, bulb, marble", PRESTUP magazine, No. 13, 2004 page 49
- Vladimir Tupanjac, "October Salon 2003", ASFALT magazine, October 2003, page 13
- A. Covic, "Quest for authentic design", COM_media, supplement of the daily newspaper Danas, 12th November 2003, pages: V
- M. Jovanovic, "Creative promotion of the new media", COM_media, supplement of the

daily newspaper Danas, 23rd April 2003, pages: I

- Zana Poliakov, "Flash Generation", COM_media, supplement of the daily newspaper Danas, 13th August 2003, pages: IV
- "Yugomuseum in Sao Paolo", DANAS newspaper, 15th March 2002, page 18
- Vesna Peric, "Unbearable situation of chasing the truth", COM_media, supplement of the daily newspaper Danas, 3rd April 2002, pages: IV, V
- "New Literacy", DANAS newspaper, 22nd February 2002, page 19
- "Poster Project – Inhabited place", POLITIKA newspaper, 10th July 2001, page 19
- Vesna Peric, "Vaccine against fast mood civilization", COM_media, supplement of the daily newspaper Danas, 19th December 2001, pages: IV, V
- Jovan Gvero, "New Icon", KIKINDSKE newspaper, 22nd June 2001, page 18
- "Fair of the short electronic form", OK magazine, December 2000, page 60
- "Architects are very arrogant", POLITIKA newspaper, 31st July 2001, page 9
- "Trace of Desire", NEZAVISNI magazine, 6th July 2000, page 48
- "It's got to be only good", DANAS newspaper, 27th September 2000, page 13
- "Mapping of the vanishing" and "Itaka by workshops", Becej Mosaic, newspaper, No 11 18th July 1998, page 10
- "Aleksandar Macasev", ARCHIGRAPH magazine, 1996, page 10.

NOTABLE APPEARANCE ON THE INTERNET

Steven Heller, Propagandizing Propaganda, an interview with Aleksandar Macasev, for AIGA (American Institute for Graphic Arts) www.aiga.org

<http://www.aiga.org/content.cfm/propagandizing-propaganda-interview-with-aleksandar-macasev>

Pretty Cool People Interviews, Submarine channel, 2008

<http://prettycoolpeopleinterviews.submarinechannel.nl>

Wikipedia entry

http://en.wikipedia.org/wiki/Aleksandar_Macasev

"Love/Hate" by Johnny Hardstaff, for Limited Language, 2006

<http://www.limitedlanguage.org/discussion/index.php/archive/lovehate/>

Sachiko Hayashi, HZ art net magazine,

<http://www.fylkingen.se/hz/netg/g5.html>

Goran Ratkovic ,www.designersnetwork.org; "Interview with Aleksandar Macasev", 2003 (in Serbian)

<http://www.designersnetwork.org/intervju/intervju05.htm>

Natasa Radovic, "New Art Forms", E-volution online magazine (in Serbian)

<http://www.bos.org.rs/cepit/evolucija/html/2/umetnforme.htm#sajberspejs>