



* IN THE FACE OF DEATH.

When we set out to design a graphic system of symbols conveying some ideas and beliefs at the end of life and the consequences of this, we followed a tradition which is almost as old as mankind. People have always referred to the arts to express that which could not be explained. And therein lies the real power of art and design. Artists and designers have the ability and the sensory vocabulary to express rather than explain. We, therefore, are in a position to engage with an audience on a very deep, essentially human level.

Whilst visualising a possible existence after death may not be a challenge communication designers are confronted with everyday, the dedication displayed by the students involved in this project certainly proved that designers are happy dealing with uncertainties. A rare skill which we definitely could make more use of for the improvement of our lives in the here and now.

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*Immortality narratives; Elixir: staying alive, life extension stories; Resurrection: life, death and rebirth, science, faith and fiction; Soul: the non-material part of the body that is 'the real me', and Legacy: cultural, genetic and meme.

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