Blind maps and blue dots: the blurring of the producer–user divide in the production of visual information
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Curriculum Vitae

Joost Grootens (Breda, the Netherlands, 1971) studied architectural design at the Gerrit Rietveld Academy in Amsterdam from 1990 to 1995. As a graphic designer he is self-taught. His studio SJG designs books, maps, typefaces, spatial installations and digital information environments for publishers, including Lars Müller Publishers, nai010 publishers, Park Books, Phaidon press and Van Dale Publishers; for education and research institutes such as ETH Zurich, Future Cities Laboratory Singapore, KADK Copenhagen and Delft University of Technology; and for museums, among which Museum Boijmans Van Beuningen Rotterdam, Stedelijk Museum Amsterdam and Van Abbemuseum Eindhoven.

SJG has won numerous prizes for its designs. Among them the 'Goldene Letter' and two Gold Medals in the Best Book Design from all over the World competition in Leipzig, twice the Dutch Design Award for Graphic Design, and the Rotterdam Design Prize 2009. A monograph about Grootens' work titled 'I Swear I Use No Art at All' was published by 010 Publishers in 2010.

Grootens is head of the Master programme Information Design at the Design Academy Eindhoven, and university lecturer at the Academy of Creative and Performing Arts of Leiden University and the University of the Arts The Hague. He also holds teaching positions at the Royal Danish Academy of Fine Arts, School of Architecture, Copenhagen and the Istituto Superiore per le Industrie Artistiche, Urbino. Grootens is a member of Alliance Graphique Internationale.

SJG

Megan Adé (CH), designer, studied visual communication at Academy of Art and Design Basel, works at SJG since 09/2018.

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