

Calligraffiti.

De Minus

Bastardo

SH

Calligraffiti

Impresso

Bols
Genever
Amsterdam
est. 1575

CALLIGRAFFITI

Calligraffiti

THE GRAPHIC ART OF NIELS SHOE MEULMAN

UNRULY

Sibylla

Le Miroir
Vivant

SH

Old City
Writers

Duck
Duck

Stoff



PREFACE BY JOHN LANGDON
INTRODUCTION BY ADAM EEUWENS
& PERSPICACIOUS COMMENTS BY THE ARTIST





KING & CALLIGRAPHER A story is told of a king who summoned the nation's best living calligrapher and demanded of him to make a drawing to symbolize the kingdom. The calligrapher reassured his lord of his loyalty and left to undertake his task.

Days passed; then weeks. The king sent a messenger to the calligrapher's remotely located studio to find out what was happening. The messenger returned with the report that the drawing was not ready. Months arrived and departed. Every

envoy to the calligrapher was curtly dismissed with the same information; that the drawing was not yet complete. After years had passed, the king could no longer contain his impatience and stormed off to the calligrapher's studio himself...


The king bursts in and sees the calligrapher sitting there quietly, and evidently quite at ease. He is furious, 'Where is my drawing?' he shouts. At this the calligrapher bows silently, pulls a large sheet of paper towards him, sets out a variety

of jars, picks up a brush and, within two minutes, has executed the most wonderfully sinuous design to represent the kingdom.

The king can scarcely control his rage, 'If it is so easy, why have I had to wait this long?' Still maintaining his silence, the calligrapher goes to the back of his studio to a large alcove with doors reaching from the floor to the ceiling. He opens the doors and out pour thousands of study drawings.





SOBER  INTOXICATED
CURIUSER AND
CURIUSER!
CRIED ALICE



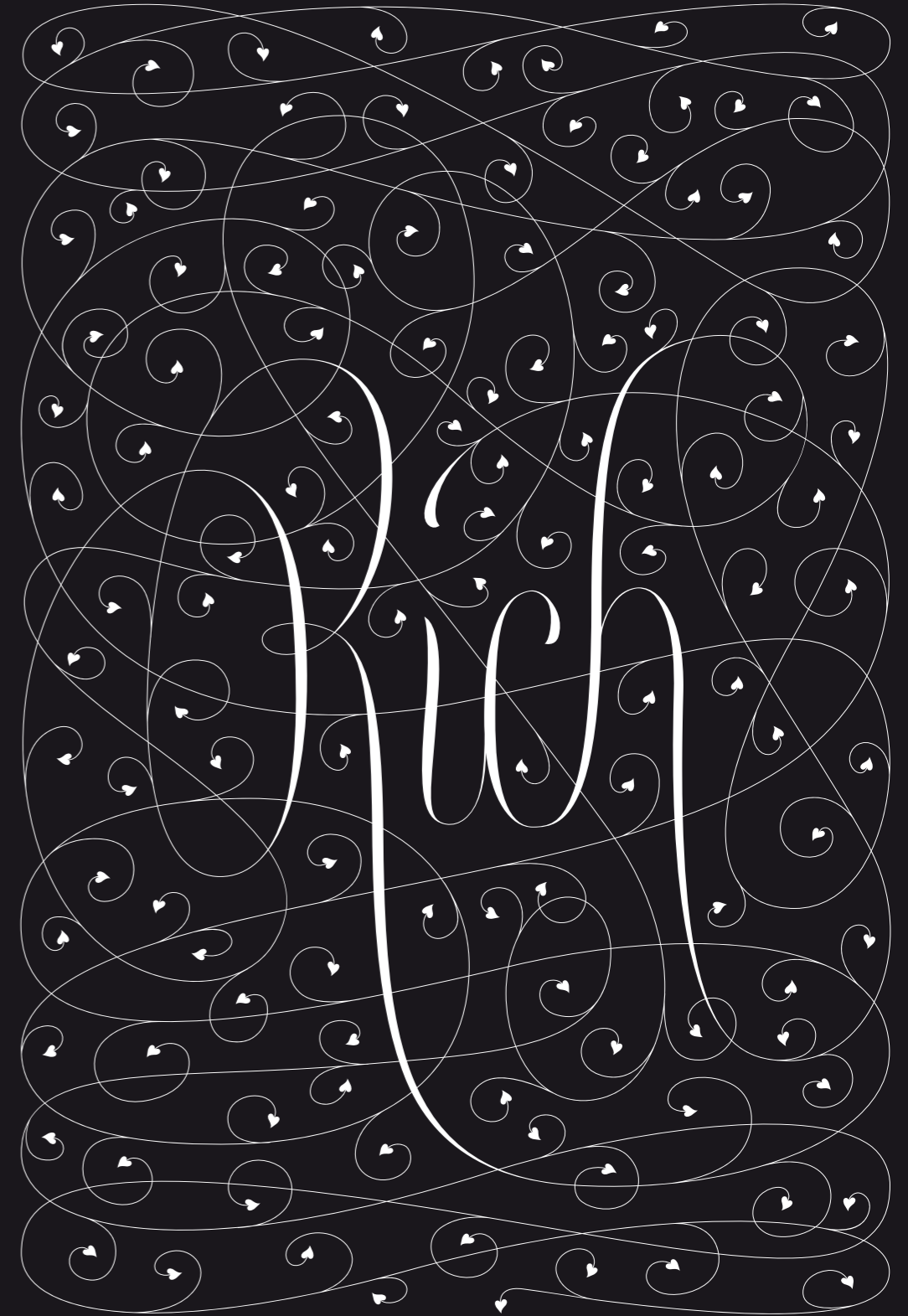
De Singus

MALE  **FEMALE**
WE ARE ALL LIVING PROOF THAT 1+1=3

Sibyll

IMAGINE
Fluorescent
Brown

MIND  MATTER
THE MIND DOESN'T MATTER
BECAUSE THE MATTER DOESN'T MIND



Not on
a road.

Shampoo
Catsfood
Klemeken
Eggs

RURAL  **URBAN**

THE LOWEST AND VILEST ALLEYS IN LONDON
DO NOT PRESENT A MORE DREADFUL RECORD OF SIN
THAN DOES THE SMILING AND BEAUTIFUL COUNTRYSIDE



PAGE 110 *You make us proud*, 2008

Digital vector art for brand manifest and campaign for MTV Networks Benelux.

PAGE 111 *Everybody else is wrong*, 2008

Black permanent marker ink on polypropene film, 50 x 70 cm. Shown in the exhibition *Different Strokes*, Amsterdam, December 2008. The title is taken from a track by Hudson Mohawke.

SOCIAL≡**SOLITARY** When you want to be alone when you are with company, you probably want company when you are alone.



Angle shot of Home Entertainment, a track by Carl Graig.



Brand bible for MTV Networks. Graphic design by Ward Graumans.



PAGE 112 *Strike a Poser*, 2009

Digital vector art for Unruly scarves. Limited edition, printed on pure silk.

The original piece was done with brush and black permanent marker ink on polypropene film, 60 x 60 cm.

PAGE 113 *Crest*, 2008

Digital vector art, proposal for a clothing brand. Art direction by Cathal McKee.

OFFENSE≡**DEFENSE** Victory can be achieved in many ways but if you haven't got it, you'll never get it.



Day and night are in constant battle. Twice a year it's a tie.



Unruly scarf design with all four Chic Shock designs, 2009.



PAGE 114 *Not on a road*, 2009

White permanent marker ink on glass, 50 x 70 cm. From the exhibition *Le Miroir Vivant*, Amsterdam, May 2009. This title was taken from a crappy GPS device. Grand-touring on the Autobahn, it would keep on displaying 'Not on a road'. It is an adequate description for people without purpose.

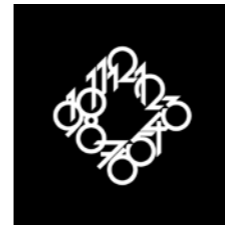
PAGE 115 *Shopping List*, 2009

Digital vector art for Heineken campaign. The original piece was done with a parallel pen and India ink on paper, 20 x 20 cm. One of eight designs for a streetwear range aptly titled *Shoe for Heineken*.

RURAL≡**URBAN** 'The lowest and vilest alleys in London do not present a more dreadful record of sin than does the smiling and beautiful countryside.' Quote from *The Adventures of Sherlock Holmes* by Sir Arthur Conan Doyle.



Not on a road, on a wall.



PAGE 116 *Clock*, 2009

Digital vector art for a watch company.

PAGE 117 *nielshoemeulman amsterdam*, 2009

Digital vector art. Original piece with brush and India ink on paper, 20 x 20 cm. **STRICT**≡**LOOSE** There are two kinds of people. Those who wear a watch and those who don't. Usually, the ones who don't have a watch, are the ones who have time.



Some have time on their side, others have Beesmunt on their tits.



Accessories: a silver necklace handcrafted by Annemeek Struyk.



PAGE 118 *I know Frank Gehry*, 2009

Digital vector art for a T-shirt print. The idea for this T-shirt came about when designer Rebeca Méndez was invited to meet *starchitect* Frank Gehry on his private jet. After an interesting exchange of ideas he conclusively said to her: 'You know me now, use that.' Because she is not the type to randomly throw such facts into a conversation, Shoe designed this T-shirt for her. Now she can show off her membership to this dubious elite circle without bragging about it.

PAGE 119 *Chico*, 2009

Digital vector art for a tattoo. The original piece was done with brush and India ink on paper, 20 x 20 cm. **MAN**≡**BOY** 'PSK, we're makin that green. People always say, What the hell does that mean? P for the people who can't understand. How one homeboy became a man.' From the song *PSK, What Does it Mean?* by Schooly D.



A farewell to blank arms. Tattoo by Tycho Veldhoen.



PAGE 120 *The End*, 2007

Pen on paper, 30 x 20 cm. Shown in the exhibition *Calligrafitti*, Amsterdam, September 2007.

PAGE 121 *knockknock*, 2009

Digital vector art, silkscreened on grey cardboard packaging for a promotional CD by music production company Musicmusic.

END≡**BEGINNING** To realize that every ending is immediately the beginning of something else is to conclude that these two commonly used ideas do not exist. Whenever you hear someone say 'the beginning of time', stop listening because they are full of shit.



Logo for Musicmusic, 2007.



Silkscreened, signed and sealed CD packaging for Musicmusic.