



Creative Direction: Serpentine Galleries



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Designing the format for the 24-hr 'Marathon of Interviews' by Hans Ulrich Obrist x Rem Koolhaas

A flip book was conceived to convey the immediacy of the interview marathon event, hosted by Rem Koolhaas & Hans Ulrich Obrist on the Nature of London.

Every year the [Serpentine Galleries](#) invites an internationally renowned Architect and or Designer to create a temporary Summer Pavilion. This year they invited Rem Koolhaas, his programme for the pavilion included the first-ever 24-hour 'marathon of interviews'. Chaired by the Hans Ulrich Obrist, the Serpentine Galleries Co-director of Exhibitions and Programmes, and Rem Koolhaas. The focus for the 24-hour 'marathon of interviews' was to explore the nature of London. In a single 24-hr period seventy of the greatest names in contemporary culture lined up to be interviewed. The challenge was to document the 24-hour 'marathon of interviews' to convey its immediacy and accessibility through key highlights. To avoid the clichéd all angle documentay we employed a butterfly net process on the night to ensure we captured the pinnacle moments as they unfolded. A flip-book was conceived by Simon Brown, &&& Creative Ltd, in collaboration with Mark Irving, Visible Impressions Ltd, as a way to respond creatively to the 24-hour 'marathon of interviews'. Producing a publication that was deliberately tactile, playful, contained a sense of the speed, excitement, and spontaneity. Featuring; over 150 illustrations, text extracts from the interviews, a series of DVD's – title sequence designed by &&& Creative Ltd. The programme for the 24-hour 'marathon of interviews' was an A1 poster. Reference for the 24-hour 'marathon of interviews' can be seen on [art project, powered by Google](#).

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INTERVIEWEES

David Adjaye, Brian Eno, Charles Jencks, Sir Kenneth Adam, Zaha Hadid, Yinka Shonibare, Tim O'Toole, Hanif Kureishi, Ken Loach, Susan Hiller, Jude Kelly, Tim Newburn, Tony Elliott, David Greene, Sam Hardingham, Tom McCarthy, Scott Lash, Michael Clark, Richard Wentworth, Marcus du Sautoy, Pedro Ferreira, Ron Arad, Jane & Louise Wilson, Cerith Wyn Evans, Squarepusher, Peter Saville, Roger Hiorns, Olivia Plender, Sophie Fiennes, Russell Haswell, Anat Ben David, Damien Hirst, Ant Genn, Shumon Basar, Markus Miessen, Abake, Iain Sinclair, Paul Elliman, Gilbert & George, Caruso St John, Ryan Gander, Julia Peyton-Jones, Eleanor Bron, Giles Deacon, Katie Grand, Doreen Massey, Mary Midgley, Mark Cousins, Patrick Keiller, Jonathan Glancey, Gustav Metzger, Isaac Julien, Gautam Malkani, Richard Hamilton, Peter Cook, Chantal Mouffe, Eyal Weizman, Hussein Chalayan, Tariq Ali, Marina Warner, Milan Rai, Doris Lessing, Eric Hobsbawm, Dame Marjorie Scardino, Denise Scott Brown.

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“Working with &&& is always a pleasure due to their expertise and experience. They combine cutting-edge experimental design with an understanding of the mainstream and they have delivered outstanding work that has perfectly reflected the Gallery's programme. We wish them every future success”.

Julia Peyton-Jones and Hans Ulrich Obrist, Directors, Serpentine Gallery