

## Mark Fox

Mark Fox, a logo and icon designer, is located in San Francisco, where he collaborates with Angie Wang in the studio Design is Play. Fox started keeping journals in college that comprised sketches, clippings, dreams, musings, and bad poetry – a record of his creative life at the time.

"My sketchbooks these days are similar – minus the bad poetry," he admits, "although they now include drawings by my kids. My sketches have various purposes: to record images I find interesting, to pay attention in a focused way, to maintain a facility with drawing, to problem-solve, to generate ideas, to imagine, to play with my children, etc."

Fox does not usually sketch without a purpose, "although that purpose may be non-commercial or even dubious! Peter Schjeldahl has written that 'drawing is thinking,' and I use the sketch as a form of thinking and weighing (as in evaluating or testing)." His sketches are more immediate and gestural than the final work. "I typically hand-ink my sketches to perfect them, to make them conform to a precise geometry," Fox explains. "When we can, we prefer to have the final piece letterpress-printed, screen-printed, or hand-painted as a human (i.e. imperfect) counterpoint to the obsessive precision. My sketches tend to rely on the principle of synecdoche: what can I clearly convey with the least amount of prompting?"

play

play

play

play

play



