

Hyperakt, Brooklyn-Based Design Studio, Goes Global with First International Art Exhibit

Co-founder Deroy Peraza invited to exhibit 'Obama NEW HOPE' silk screens at Flux Laboratory, Geneva, Switzerland

FROM BROOKLYN, WITH LOVE — October 6, 2008 — Hyperakt, the Brooklyn-based design studio, has been invited to exhibit its political posters and socially engaged art work at Geneva, Switzerland's [Flux Laboratory](#) arts & business gallery. The show, entitled "The New Hope," will open November 1, 2008 and run until November 17, 2008. Inspired by the message of change promised by the Obama campaign, the studio's work harks back to the heady days of 1960s political posters, and their bold, graphic call to action.

As Hyperakt co-founder and creative director Deroy Peraza explains, "Obama has made politics exciting for people who generally are cynical or uninterested. His oratorical skills have moved masses and, in the process, inspired us at Hyperakt and many other artists and designers to celebrate this movement. The man has become an icon for hope and change, and that's what we wanted to convey."

A poster designed by Peraza, one of several Hyperakt pieces, was recently included in an exhibition at the Manifest Hope gallery in Denver which was shown during the Democratic national convention. The poster, which spotlights an iconic Obama and the phrase 'The New Hope,' is gaining widespread attention on the web. It was published in the international news magazine *Courier International*, has appeared on fan sites as wallpapers and has been repurposed to support fund-raising events.

As a result of the media coverage of the Denver show, Hyperakt was contacted by Flux Laboratory founder Cynthia Odier, who offered to show the studio's work in a section of the gallery called The Dark Room. A special 1,000 square foot space painted entirely in black, Flux Laboratory's Dark Room is dedicated to new, experimental, boundary-pushing art. The Dark Room is at the heart of Flux Laboratory's mission, which is focused on designers and artists working at the intersection of culture, new media, fashion and the arts.

Cynthia says she was motivated to offer the first exhibition of Hyperakt's work as a way of expressing European concern about the American dream. "Switzerland is a small, conservative country, and this show is an expression of the need to connect with artistic movements from around the world and share the good work of others," she says. "Our grandparents left their countries to find a better future. We still believe in the opportunity America represents, especially in the present moment."

In addition to including Hyperakt work inspired by the presidential campaign, the exhibition will also feature a sampling of recent work produced by the studio for a range of clients.

Peraza's set of vibrant silk-screened Obama posters are created in five color combinations and three sizes, ranging from 24 x 36," 11 x 17," and 8.5 x 11.'" The [posters are available as free PDFs for downloading](#) and sharing on the web. In addition, Hyperakt also is offering a limited edition, numbered and signed silkscreened version of one of the posters available for purchase [on its web site](#), with all proceeds from the sale going to the Obama campaign.

**About Hyperakt**

Hyperakt (www.hyperakt.com) is an independent Brooklyn-based design company built on the belief that great design can make good ideas extraordinary. Founded by Deroy Peraza and Julia Vasker in 2001, Hyperakt clients include cultural institutions, like the World Music Institute and the Syracuse International Film Festival, civil rights organizations, such as the ACLU and the Northstar Fund, and ad agencies Wieden + Kennedy, Y&R and Lowe Worldwide. Hyperakt's work in branding and interactive design has been published in several design books and featured on influential design sites such as QBN.com, K10K.net, DesignIsKinky.net, digitalthread.com, and DesignTaxi.com.

About Deroy Peraza

Deroy Peraza was born in Havana, Cuba and obtained his BFA at Parsons the New School for Design in New York City. At the age of 23 he co-founded Hyperakt, where he leads the studio's creative team. In 2003 he co-founded Art4Now, an organization that creates art education programs for students in NYC's economically under-resourced neighborhoods. He was an adjunct professor of the Department of Illustration at Parsons the New School for Design from 2004 to 2008, and has been invited to speak at FIT, the College for Creative Studies, and the Society of Illustrators.

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