

Tales from a Neo Collective Future



MIKE MEIRÉ, born in 1964, lives and works in Cologne with his wife and three children. In the mid-1980s, together with his brother Marc, he founded the agency Meiré and Meiré to work for national and international brands and magazines on the nexus of culture and design.

In 2001 they founded their cultural production company NEO NOTO to promote cooperation between artists and companies.

Mike Meiré blurs the boundaries between disciplines and constantly switches between the roles of art and brand director, designer, curator, and artist.

For his interdisciplinary work, he has received numerous awards over the years, including the Visual Lead Awards in 2006. In 2015 he was made an honorary member of the German Designer Club (DDC) for his life's work.

As art director, Mike Meiré has shaped the style of many contemporary publications. His most important editorial design projects include: the German business magazine brand *eins*, which has become iconic over the past 20 years; the biannual culture magazine *032c* from Berlin, in which he set the trend of the "new ugly"; and legendary French art and literature journal established 1926 *Cahiers D'Art*.

In 2011 he designed Dasha Zhukova's critically acclaimed *GARAGE Magazine*, a fusion of art, fashion, and technology. It was the first generation of magazines enhanced with an in-house-developed augmented reality app. In 2010 he also redesigned one of the oldest newspapers in the world, the *NZZ, Neue Zürcher Zeitung*, and since 2020 Mike Meiré has designed the biannual art magazine *BLAU INTERNATIONAL*.

With his interdisciplinary teams from Meiré and Meiré, he implements cross-media strategies and projects for established brands such as BMW, Deutsche Telekom, Dornbracht, Lamy, artek, and bulthaup, as well for contemporary brands like New Tendency, J*GAST, and others. These strategies and projects range from corporate identities, architecture and interactive exhibits for trade fairs and retail, international exhibitions, and cultural projects to augmented reality-based customer journeys. Among the most recent projects are the launch of the *Dornbracht Research Lab* at the Salone del Mobile in Milan (2019), where Mike Meiré staged his virtual reality-based installation *Is memory Data?*, and the architecture and website for *RE:BMW Circular Lab* for the BMW Group (IAA Mobility 2021).

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Mike Meiré has been defining the brand design and communication for the international premium fittings manufacturer Dornbracht for 30 years now. He developed and curated a series of culture projects and staged his own artistic contributions including the *Energetic Recovery System* in 2001, *Noises for Ritual Architecture* in 2008, and the *Global Street Food* exhibition in 2009 (Buckminster Fuller Dome/Vitra Campus, Passagen/imm Cologne). From 2006 to 2010, he staged *The Farm Project* installation, which was presented at the Salone del Mobile in Milan, the Art Basel/Design Miami, the Skulpturenprojekte Münster 07, and at the Designmuseum Eindhoven (publication by the Walther König publishing company).

The year 2010 was indeed a marked and important one for Mike Meiré. Since then he has been represented by gallery Von Bartha in London, Basel, and Copenhagen. He has been involved in several solo and group exhibitions worldwide, to name a few: *In/Human* (2014, MARCO Museum of Contemporary Art, Monterrey, Mexico); *Das Bauhaus #allesistdesign* (2015–2018, Vitra Design Museum/Weil am Rhein, Bundeskunsthalle/Bonn, Museum of Art/Tel Aviv); *North-West* (2019, von Bartha/S-chanf); *Toxic* (2021, Galerie Gisela Clement/Bonn); and *An Outline Taking Shape to Become a Profile* (2021, Von Bartha/Copenhagen).

Mike Meiré describes his work as an ongoing investigation of everyday objects. Central to all of his work is a delicate interplay between highly refined and mundane, everyday materials – for example his ceramic and bronze work-glove series, daily newspapers that serve as the basis for his colorful raster images, and his first NFT genesis release earlier this year.