



heroes

Hermann Hesse. Karl Marx. Mahatma Gandhi.

"I discovered that most of the people who influenced me are humanitarians," says Barnbrook, after spilling the names of the above triumvirate. He then makes it clear that he doesn't consider himself a great humanitarian or great thinker with his work: "I'm far too difficult a person!"



The Nobel Prize-winning German novelist Hesse makes the list, accords Barnbrook, because of his admirable mixture of spirituality and humor. Marx, a German émigré to London and the undisputed father of modern socialism, is there because of his clear thinking, originality of thought and desire to address social injustice. ("People will probably label me immediately when they read this," he quips, without irony.) Gandhi, the near-mythic Hindu nationalist leader of India, draws favor -- no surprise -- for his passive stance against violence.

Not a graphic designer in the bunch.