



What Estonians
know about Latvians
and vice versa?
PrintArt Award
jury member
Ionel Lehari

September 26th all the jury will come together to appreciate the submitted work, and Ionel Lehari will be amongst them. Ionel Lehari is from Estonia where he is a creative director at Identity.

Which fairytale character is your favourite?

Little My, Lilla My, a character from the Moomin books by Tove Jansson.

What is success for you?

To see happy people who are lucky because of me. At home, at work and so on.

Where did you spend your last holidays?

I spent my summer as usually on the Muhu island, where we have family summer cottage.

What is it actually a brand? Is it a myth or a story behind it?

It is a fiction as a construction. As an operational system, that helps us deal with symbolic values. A myth or a story can be the basement of a brand, but not the brand itself.

If it is a myth, what would you recommend to those who create it?

Try to walk in others shoes and tell a story about it.

What we should know about graphic design in Estonia?

How much you already know now about graphic design in Estonia? I bet that not too much. I visited the Positivus festival this summer and I was positively surprised by Instrumenti live. Then I thought that I should know more about our neighbours' music scene. And from here on we should get to know the neighbours better overall, I thought. Perhaps, here lays a hidden answer to your question.

Do you in Estonia have some anecdotes about Latvians? Can you tell one?

I'm not a very big fan of anecdotes, I rather enjoy spontaneous jokes. But one thing I can tell you for sure: every Estonian is convinced that the Latvians have six toes. I really don't know where it comes from.

What do you think PrintArt Award will be like?

No idea, but I'm quite sure that I gonna like it:)