

## manifestos

A bold announcement of one's plans intentions, politics and dreams; manifestos can be targeted at influential institutions, industry critics, consumers and students. It seems that increasingly the reading of a manifesto is made into a high profile event to call attention to and generate excitement around the current work of a studio, brand or designer and what might be launched or expected from them in the near future. In 2008, the Serpentine Gallery hosted the 'Manifesto Marathon'. {March 2012}

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**manifestos** {see also branding, conversation}

