



THE PROJECT

The Malawi Project

THE CLIENT

Global Aids Interfaith Alliance

THE TEAM

Michael Osborne, creative director/designer; Luba Lukova, illustrator; T-shirts courtesy of Gymboree

THE YEAR

This project was executed in 2003 as part of Michael Osborne's MFA studies at the Academy of Art University, from which he received his degree in 2007.



MY BEST WORK

MICHAEL OSBORNE

I chose this project partially because of the enormous impact it had on me in many ways, and because it proved to me that the power of our craft is limitless, can effect social change, can save lives, and can leap tall buildings in a single bound.

Briefly, as an assignment given by my instructor Jon Taylor, I was to find a nonprofit organization in another country, identify a graphic design need and then actually do the work. After much thought and research, I contacted the Global Aids Interfaith Alliance office in San Francisco, told them about my assignment and said that I would like to work on a project for them.

They were so excited and hooked me up with Jones Malawanda, my contact in a small village in Malawi, Africa, where the AIDS epidemic is catastrophic and GAIA is doing extensive HIV/AIDS educational training. I told Jones about my concept for the project and he enthusiastically volunteered to help me.

My idea was to tie into the main educational theme they were teaching children, which was "Smart Young People Abstain from Sex and Know their Status." I

asked Jones if the heart image translated to his culture, which it did, and I asked Luba Lukova if she would donate an illustration for the cause, which she did.

My silk-screen guy printed the shirts, which were donated by Gymboree. I sent 1,500 T-shirts to the village, and about a month or so later, I received these pictures in the mail from Jones. Looking at these pictures still brings tears to my eyes. **HOW**

Michael Osborne is president and creative director of the San Francisco firm Michael Osborne Design. Established in 1981, the firm's work in corporate and brand identity and package design has garnered awards from all major competitions and has been recognized by industry publications. Osborne's work is included in the permanent collections of the San Francisco MOMA, the Cooper-Hewitt, National Design Museum and the Smithsonian National Postal Museum in Washington, DC. In the summer of 2006, Osborne received the prestigious AIGA Fellow Award. modsf.com