

Press release

28/01 – 03/03/2012

An error derives from an attempt, an experiment, a respect for the random and the unexpected. The error takes us by surprise, shocks and terrifies us.

The error hides in the beginning to attack in the end.

The error destroys a direction to create many.

Opposite to the culture of awarding the probable, the predictable, the "right", Beetroot's new and exciting exhibition demonstrates the power that lies in the "right to error". The error is arguably the most important step in human progress, as only through error can we demonstrate our determination to feel, understand and make it...right...

... until the next error.

Beetroot is an award winning design group based in Thessaloniki in which all team members are design experts with an extremely wide and diverse range of creative skills. Since its formation by Vangelis Liakos, Alexis Nikou and Yiannis Charalambopoulos, back in September 2000, Beetroot's creative mission is to develop original, startling and edgy communication art and design. Beetroot has won the prestigious MEGA EBGE in 2006, in 2008, and 2010 and has been named "Design Agency of the Year" at the European Design Awards in 2008. In October 7th 2011 Beetroot won the red dot Design Agency Award as the best visual communication agency in the world.