

## MEAN SHEETS

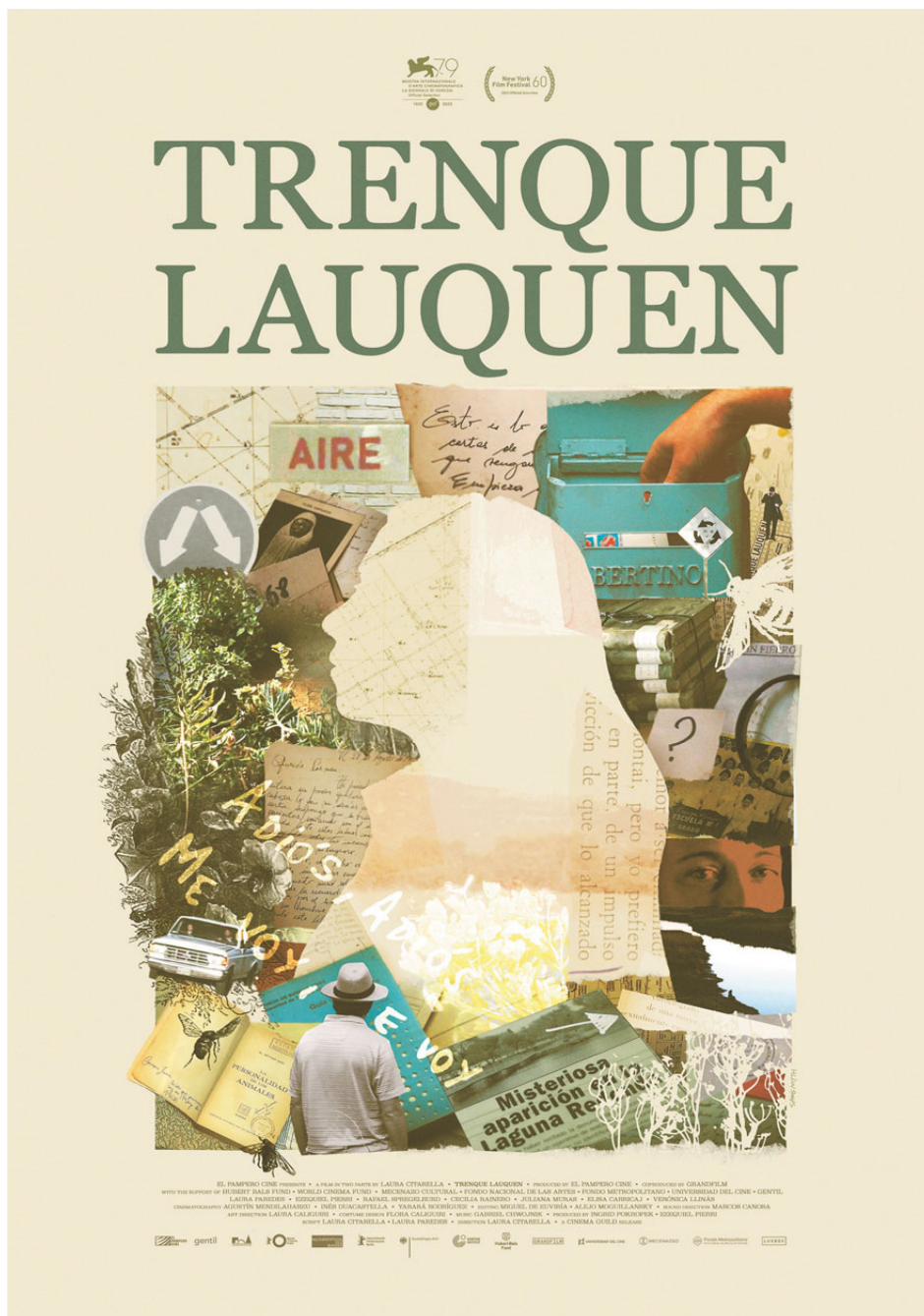
The designer Sam's Myth has created an intricate collage filled with puzzles for Laura Citarella's film

BY THOMAS FLEW

Laura Citarella's *Trenque Lauquen* centres on an absence – a woman also named Laura, who works cataloguing flowers and presenting a radio segment, absconds from the eponymous Argentinian town – but its four hour and 20 minute runtime is packed to the brim with intrigue, from epistolary investigations to supernatural phenomena. Sam's Myth (aka designer Sam Smith) was tasked with encapsulating the film for its US poster. He aimed "to present the film as the earthy, mysterious puzzle that it is, a rich text dense with signs and signifiers". Smith continues: "The viewer – of the poster and of the film – steps back and sees a patchwork of clues and leads, as a detective would. The film has been described as novelistic and, being a lover of book covers, I asked myself what kind of design would make someone want to pick this up for a good read."

Smith is chameleonic with his work but often creates a bold statement for his poster designs, not least in his famed 2010 poster for Ōbayashi Nobuhiko's *House* (1977). He explains: "One thing I enjoy is making a poster that 'looks like' or 'feels like' the film it's announcing. In particular, I love when the title treatment on the poster can match that of the film's titles."

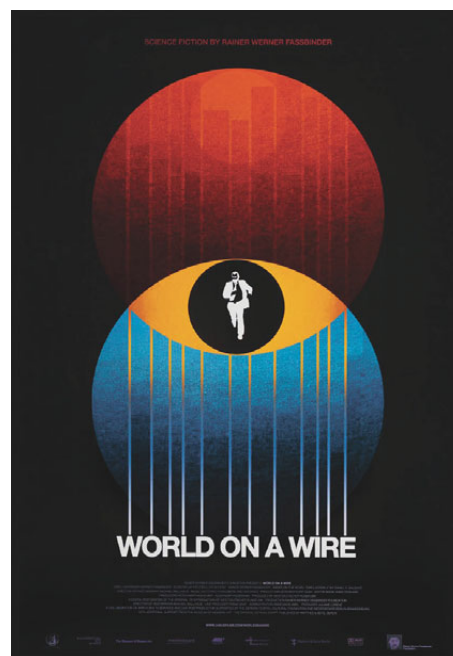
See more at [cargocollective.com/samsmyth](http://cargocollective.com/samsmyth)



Ōbayashi Nobuhiko's *House* (1977)



Michelangelo Antonioni's *L'avventura* (1960)



Rainer Werner Fassbinder's *World on a Wire* (1973)