



MARTIN MÖRCK

Illustrator and engraver

Martin Mörck is a renowned engraver and designer with a career spanning 40 years. After studying art, he became apprentice as an engraver under the supervision of Arne Wallhorn at the Swedish postal service. Since then, Mörck has engraved some 700 stamps and many bank notes around the world. He specialises in engraving steel plates to create an image using a variation of lines and dots. He also works with pen and ink to create illustrations, which give the illusion of an engraving.

How did you begin practicing engraving?

Raised in a family of artists, I started at a very young age. The studio was the place that I could explore the fields of drawing and painting. Since my dad also was a stamp collector I soon saw the connection between stamp engraving and the engravings of German artist Albrecht Dürer, so I just start to engrave.

During art studies I realized that I wanted to enhance my abilities in engraving and become an apprentice at the Sweden Post for a year. After that I just continued in that field as a freelancer, which I've been doing now since 1977.

How did you contribute to the update of the Absolut bottle?

I was asked to work on the new medallion, which was a challenge I appreciated. The small size, printing method and requirement for visibility made it become a journey in reduction.

How did you begin the creative process?

I first spoke to a graphic designer about the printing method for the project, and afterwards, I start developed the image in a big size to capture the expression of the Absolut founding father, LO Smith. After that I started to reduce information step by step until we had the same expression in the required size.

What did you want to achieve with your version of the medallion?

I wanted to make the medallion unique to my style, yet combined with the legacy of Absolut.

What was your inspiration behind new medallion?

The inspiration was the challenge of reduction!

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What made you decide that you had finished the final medallion after many iterations?

I knew it was finished when I could see the face of LO Smith looking at me even if I look through a reduction glass.

What impact has your update had on the bottle?

I hope it will help giving the bottle a feeling of timeless legacy.

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