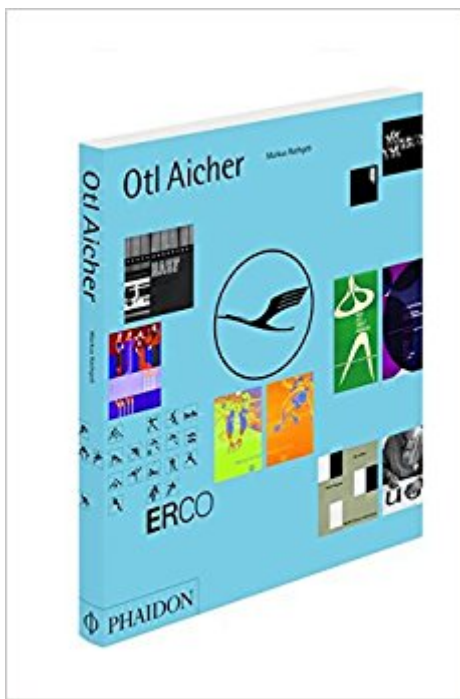


The book was found

Otl Aicher



Synopsis

"Reprinted in paperback 2015"--Title page verso.

Book Information

Paperback: 240 pages

Publisher: Phaidon Press; Reprint edition (May 25, 2015)

Language: English

ISBN-10: 0714869384

ISBN-13: 978-0714869384

Product Dimensions: 9.8 x 0.8 x 11.5 inches

Shipping Weight: 3.5 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (5 customer reviews)

Best Sellers Rank: #407,183 in Books (See Top 100 in Books) #58 in [Books > Arts &](#)

[Photography > Graphic Design > Commercial > Branding & Logo Design](#) #759 in [Books >](#)

[Biographies & Memoirs > Arts & Literature > Artists, Architects & Photographers](#) #2368 in [Books](#)

[> Arts & Photography > Decorative Arts & Design](#)

Customer Reviews

Otl Aicher Otl Aicher and his colleagues has created among the most modern but still timeless graphic design ever. Many of his design programmes are still in use even if they were created 50, 40 or 30 years ago. I think this is due to his method; a palette of few graphic elements, strong grids, well balanced color schemes, combined with an artistic hand and a twinkle in the eye. The art of reduction without losing the soul.

This catalogue is a cohesive and "entertaining" look at Aicher's work. The writing is illuminating and the images are excellent. The breadth of work examined here illustrates the history of this artist and designer, his process and the dynamic images he created. Of course, his work for the Munich Olympics are here, but they are only a part of the entire picture. For me, anyway, this book shed light on how brilliant his vast career was and it has provided new art/designs that I admire. For someone who was not too familiar with Aicher's work, this could be a revelation.

Son loved it!

hard to go wrong when showcasing the work of such an innovative and strategic designer.

As one connected with the Ulm School for much of its tenure, I find that this book is full of historical misinformation. I am not referring to opinion or interpretation. The reader might fear that the rest of the text can have much misinformation as well.

[Download to continue reading...](#)

Otl Aicher

[Dmca](#)