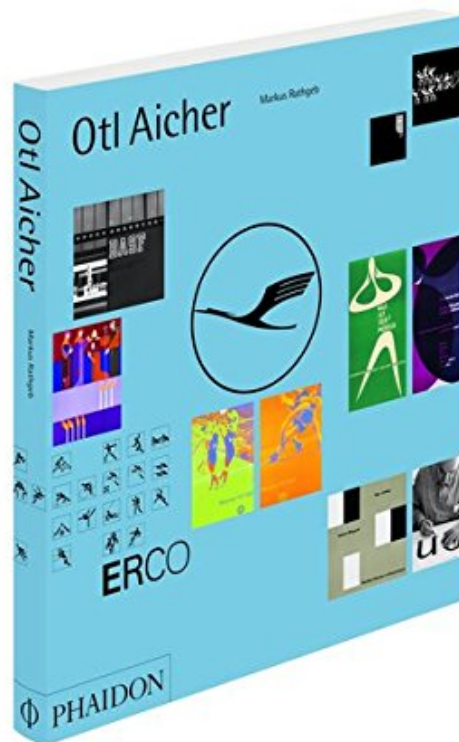
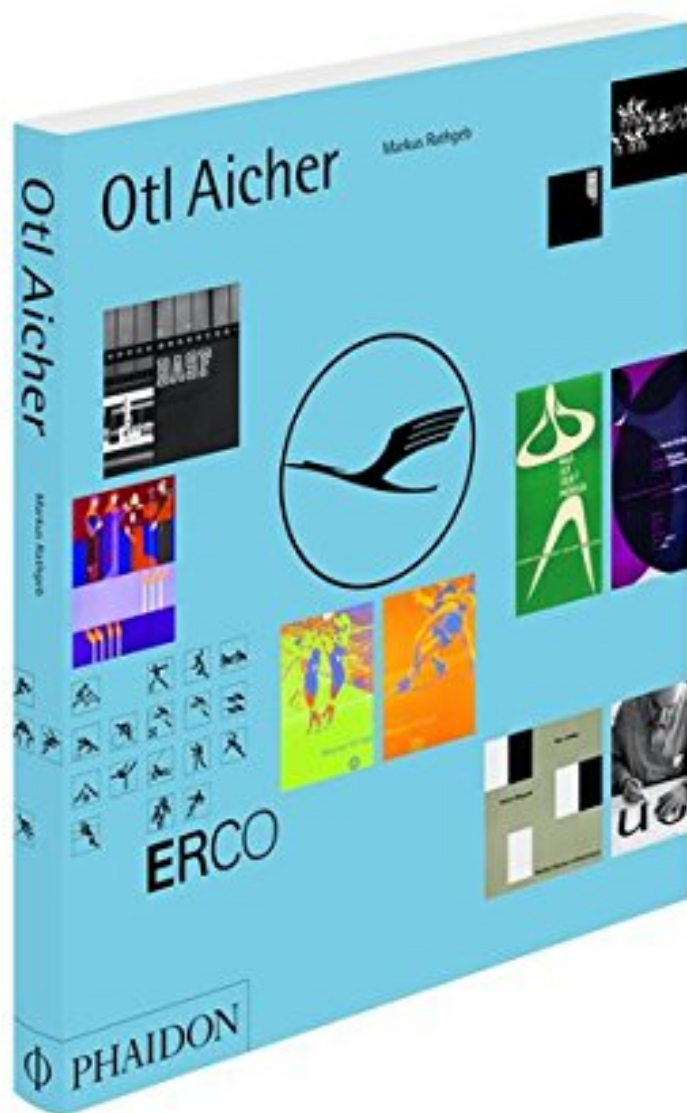


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'Few graphic designers command as much respect as Otl Aicher' Wallpaper* 'Aicher is finally getting the attention he deserves ... a beautifully illustrated monograph [...] which reveal[s] the unique legacy of this often overlooked titan of international design.' The Daily Telegraph 'In the first comprehensive account of his life and work, Aicher's importance to the design world comes to full light.' Dwell 'A fascinating study...an essential title for graphic arts collections and a nice choice for larger academic collections.' Library Journal

About the Author

Markus Rathgeb completed his Ph.D. dissertation, 'Otl Aicher: Design as a Method of Action', for the Department of Typography and Graphic Communication at the University of Reading in England and has published several articles on Aicher's work in both English and German. He is currently a professor of design methods and graphic design at the University of Cooperative Education, Ravensburg, Germany, and works as a design consultant.

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Excellent!

By Glenn LaVertu

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.

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Timeless

By TEA

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 where 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.

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