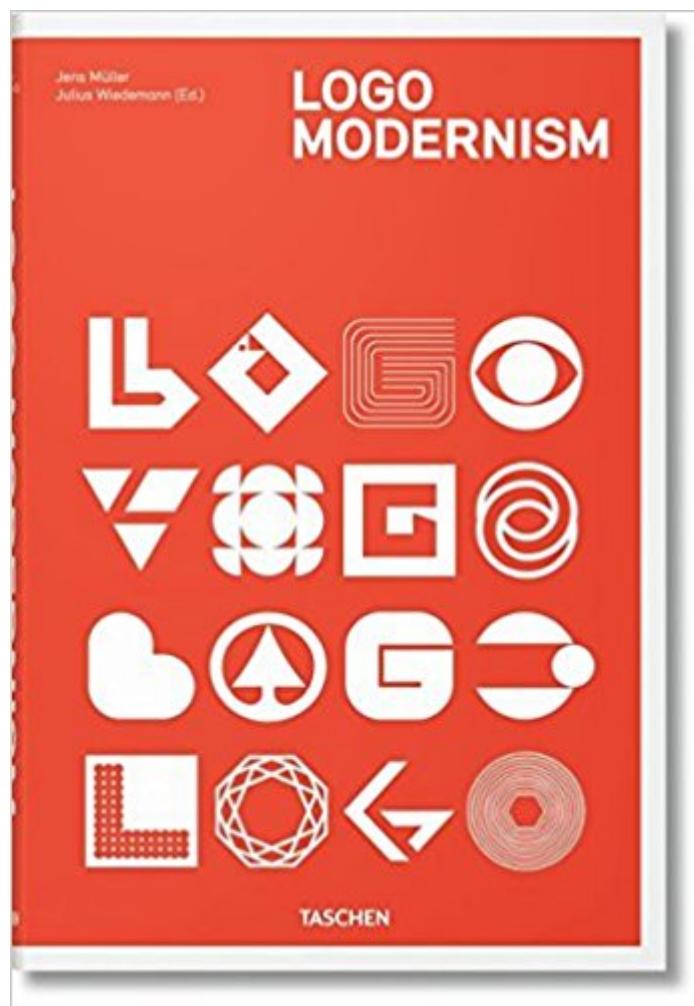


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# Logo Modernism (English, French And German Edition)



## Synopsis

Brand new: A unprecedented catalog of modern trademarks – Modernist aesthetics in architecture, art, and product design are familiar to many. In soaring glass structures or minimalist canvases, we recognize a time of vast technological advance which affirmed the power of human beings to reshape their environment and to break, radically, from the conventions or constraints of the past. Less well-known, but no less fascinating, is the distillation of modernism in graphic design. This unprecedented TASCHEN publication, authored by Jens Müller, brings together approximately 6,000 trademarks, focused on the period 1940–1980, to examine how modernist attitudes and imperatives gave birth to corporate identity. Ranging from media outfits to retail giants, airlines to art galleries, the sweeping survey is organized into three design-orientated chapters: Geometric, Effect, and Typographic. Each chapter is then sub-divided into form and style led sections such as alphabet, overlay, dots and squares. Alongside the comprehensive catalog, the book features an introduction from Jens Müller on the history of logos, and an essay by R. Roger Remington on modernism and graphic design. Eight designer profiles and eight instructive case studies are also included, with a detailed look at the life and work of such luminaries as Paul Rand, Yusaku Kamekura, and Anton Stankowski, and at such significant projects as Fiat, The Daiei Inc., and the Mexico Olympic Games of 1968. An unrivaled resource for graphic designers, advertisers, and branding specialists, *Logo Modernism* is equally fascinating to anyone interested in social, cultural, and corporate history, and in the sheer persuasive power of image and form. Text in English, French, and German

## Book Information

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## Customer Reviews

Jens MÄller was born in Koblenz, Germany in 1982 and studied graphic design in Düsseldorf. Recipient of numerous national and international design awards, MÄller is Creative Director of optik design studio in Düsseldorf, and editor of the A5 book series on graphic design history. He teaches graphic design history and editorial design as a visiting lecturer at the Peter Behrens School of Arts, University of Applied Sciences Düsseldorf. R. Roger Remington is Vignelli Distinguished Professor of Design at the Vignelli Center for Design Studies, Rochester Institute of Technology, New York. He has lectured and written extensively on the history of graphic design, including Nine Pioneers in American Graphic Design and Design and Science: The Life and Work of Will Burtin and has been recognized by the RIT Eisenhart Award for Outstanding Teaching and the Trustees Lifetime Achievement Award for Scholarship in Graphic Design.

This book is absolutely incredible. There are older books out there I've wanted that cost \$150+ that cover modernistic logos - but so glad I found this book. For \$60 this book is a no brainer for any logo designer. Thousands and thousands of fantastic timeless forms for inspiration.

This book is huge, both in terms of volume of content and volume of the book itself. It's a serious tome! Would probably cause serious bodily harm if dropped on your foot. Contains a fantastic survey of mid-century logos from the dead simple to the bizarre. Great inspiration material, and excellent alternative to dumbbells for curls and similar exercises.

This is an amazing book. Well designed, well researched, well put together. The quality of the work contained in this book is simply humbling, this is a great piece for everyone interested in design, from students to seasoned professionals. Do not expect to read this book on the bus, it is bigger than a newborn and weighs a ton and half. But it is awesome.

I love the book, but mine arrived with some damage at the top of the spine. This book is MASSIVE: a solid 8lbs of high-quality paper and gorgeous printing. It serves both as a reference for design inspiration and a coffee table book for casual browsing.

The ultimate inspiration for not only logo design, but for geometry, patterns, and shapes. Has a lot more in it than I expected. If you're a designer you will love this book

Great book - a gift for my artist daughter, and she loves it.

A good basic comprehensive book on logos .. If you had to have one book on logos.. This is a good one. For trendy flashy alternatives go for the taschen Logo books ( three so far)

Very very good book! Very inspiring. I wish, the authors would include color logos as well. But nevertheless fantastic book!

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