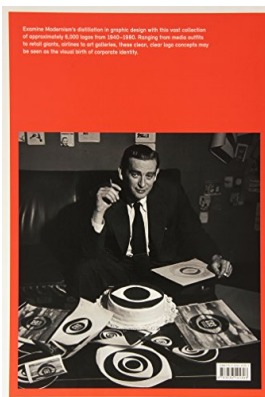


[PDF] Logo Modernism (English, French And German Edition)

Jens Müller - pdf download free book



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Description:

Brand new: An 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

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