

R. Roger  
Remington

# AMERICAN MODERNISM

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Graphic Design  
1920 to 1960



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# American Modernism



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# **American Modernism**

Graphic Design 1920 to 1960

R. Roger Remington  
with Lisa Bodenstedt

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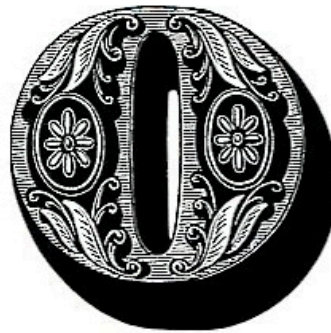
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'I quote others only the better to express myself.' To M. Suzanne Remington  
Michel Montaigne

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R. Roger Remington



*American Modernism* is a comprehensive survey of Modernist graphic design as it emerged in America in the period between 1920 and 1960 in various media – advertising, information design, brand identity, magazine design, book design and posters.

R. Roger Remington studies the entire chronological development of the Modernist graphic style in America, covering its emergence from European avant-garde roots, its growth during the 1930s and 40s, and its subsequent continued progression into a fully-formed American style. Looking at the key works of mid-century Modernism, Remington brings together such great names as Alexey Brodovitch, Lester Beall, Paul Rand, Saul Bass, Will Burtin and Alvin Lustig. The book also looks at the impact of and reactions to this new movement as graphic design in America matured throughout the 1960s and beyond, completing an authoritative study of this key movement.

**R. Roger Remington is Vignelli Distinguished Professor of Design at Rochester Institute of Technology, New York and director of the Vignelli Center for Design Studies. His previous books include *Nine Pioneers in American Graphic Design* (1992), *Lester Beall: Trailblazer of American Graphic Design* (1996) and *Design and Science: The Life and Work of Will Burtin* (2007).**

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