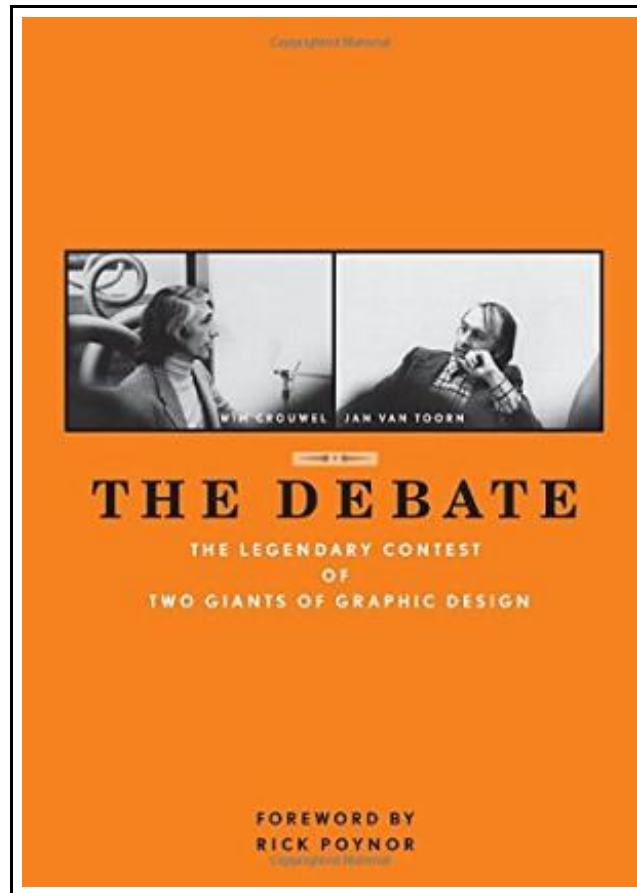


The Debate: The Legendary Contest of Two Giants of Design (Hardback)



Filesize: 2.69 MB

Reviews

The book is fantastic and great. It is definitely basic but shocks in the 50 percent in the pdf. Its been printed in an remarkably basic way and it is just soon after i finished reading this publication in which really changed me, change the way i believe.

(Dr. Lukas Hills DDS)

THE DEBATE: THE LEGENDARY CONTEST OF TWO GIANTS OF DESIGN (HARDBACK)



Monacelli Press, United States, 2015. Hardback. Book Condition: New. 173 x 122 mm. Language: English . Brand New Book. A PRINT magazine and Design Observer Best Book of the Year The first English translation of a famous 1972 debate between Dutch graphic designers Wim Crouwel and Jan van Toorn, a public clash of subjectivity versus objectivity at Amsterdam's Museum Fodor that helped set the stage for bold philosophical showdowns to come in design culture. Held in response to an exhibition of Van Toorn's work at Stedelijk Museum, including student posters protesting the Vietnam War in an era of youth culture and increasing resistance to authority, capitalism, and the power of media the stakes were aesthetic, ethical, and politically charged. Crouwel defended his approach of neutrality and austere rationalism, attention to typography and workmanship, and professionalism in service of the client's message. Van Toorn argued for his use of chaos, collage, and photographs of everyday life; that a designer's ideas, personality, and political commitments are integral to the work. Dialogue on The Debate has reverberated in graphic design circles for the four decades since, and it is often referenced in modern design criticism as a key marker for the philosophical positions that continue to define the profession. The first English transcript of this key event in design history will allow a contemporary audience to discover the ongoing relevance of The Debate in an increasingly complex visual culture. Along with the transcript, this pocket-sized clothbound book contains a foreword by prominent design critic Rick Poynor, and essays from Dutch design historian Frederike Huygen, who discusses the historical context of the debate, and curator Dingenus van de Vrie, who looks more closely at these two giants different perspectives on graphic design. A color gallery juxtaposes a representative selection from...



Read The Debate: The Legendary Contest of Two Giants of Design (Hardback) Online



Download PDF The Debate: The Legendary Contest of Two Giants of Design (Hardback)

You May Also Like



Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 5: Craig Saves the Day (Hardback)

Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 173 x 145 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK s best-selling home reading series. It...

[Download eBook »](#)



The First Epistle of H. N. a Crying-Voyce of the Holye Spirit of Loue. Translated Out of Base-Almayne Into English. (1574)

Eebo Editions, Proquest, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now...

[Download eBook »](#)



Buy One Get One Free

AUTHORHOUSE, United States, 2006. Paperback. Book Condition: New. 198 x 122 mm. Language: English . Brand New Book. There was a slave story told that only a few knew about. A story about a young...

[Download eBook »](#)



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download...

[Download eBook »](#)



Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Download eBook »](#)