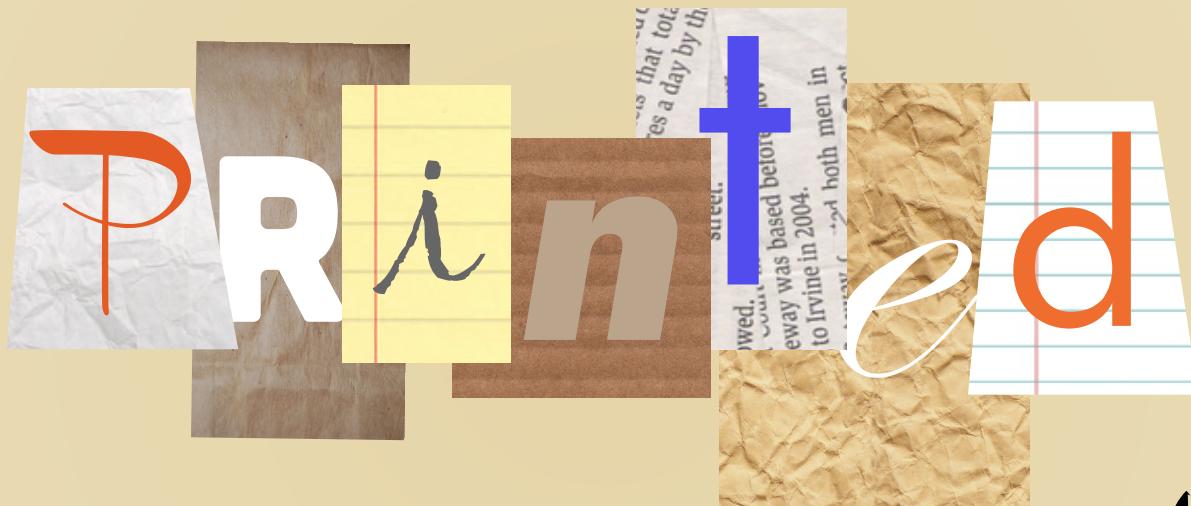


"*Typographers  
are  
the masons  
of the*



*word"*



ALAN  
FLETCHER



Was born in Nairobi, Kenya, in 1931. He studied graphic design in London before attending Yale University. After a year at Fortune magazine, he returned to London to work as a freelance designer. He co-founded Fletcher/Forbes/Gill and in 1972; he was one of the founder members of Pentagram.

He was president of the Alliance Graphique Internationale in 1983. In more than thirty years as a designer Alan Fletcher has worked on projects for clients ranging from Pirelli to IBM. But it is in his many posters that Fletcher's remarkable talent for ambiguity and paradox is most fully revealed.

**“When you know that you do a certain thing quite well there’s a temptation to keep doing it in that way. You become a graphic cliché.”**

