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

By Wim Crouwel, Jan Van Toorn

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...



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