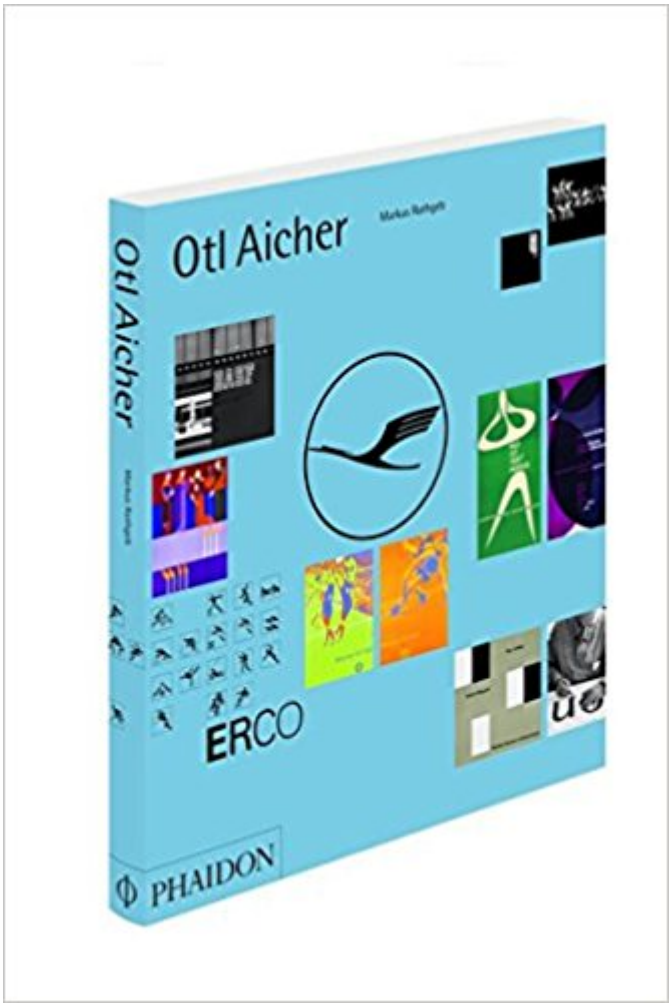
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Otl Aicher



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Synopsis

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Customer Reviews

"Few graphic designers command as much respect as Otl Aicher."-Wallpaper* "Aicher is finally getting the attention he deserves... A beautifully illustrated monograph [...] which reveal[s] the unique legacy of this often overlooked titan of international design."-The Daily Telegraph "In the first comprehensive account of his life and work, Aicher’s importance to the design world comes to full light."-Dwell "A fascinating study... An essential title for graphic arts collections and a nice choice for larger academic collections. "-Library Journal

Markus Rathgeb completed his Ph.D. dissertation, ’Otl Aicher: Design as a Method of Action’, for the Department of Typography and Graphic Communication at the University of Reading in England and has published several articles on Aicher’s work in both English and German. He is currently a professor of design methods and graphic design at the University of Cooperative Education, Ravensburg, Germany, and works as a design consultant.

Otl AicherOtl Aicher and his collegues has created among the most modern but still timeless graphic design ever. Many of his design programmes are still in use even if they where created 50, 40 or 30 years ago. I think this is due to his method; a palette of few graphic elements, strong grids, well

balanced color schemes, combined with an artistic hand and a twinkle in the eye. The art of reduction without losing the soul.

Son loved it!

As one connected with the Ulm School for much of its tenure, I find that this book is full of historical misinformation. I am not referring to opinion or interpretation. The reader might fear that the rest of the text can have much misinformation as well.

This catalogue is a cohesive and "entertaining" look at Aicher's work. The writing is illuminating and the images are excellent. The breadth of work examined here illustrates the history of this artist and designer, his process and the dynamic images he created. Of course, his work for the Munich Olympics are here, but they are only a part of the entire picture. For me, anyway, this book shed light on how brilliant his vast career was and it has provided new art/designs that I admire. For someone who was not too familiar with Aicher's work, this could be a revelation.

hard to go wrong when showcasing the work of such an innovative and strategic designer.

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