

The World as Design



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THE WORLD AS DESIGN



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Condition: New. Publisher/Verlag: Ernst & Sohn | Writings of design | Otl Aicher (1922-1991) was an outstanding personality in modern design, he was a co-founder of the legendary Hochschule für Gestaltung (HfG), the Ulm School of Design, Germany. His works since the fifties of the last century in the field of corporate design and his pictograms for the 1972 Summer Olympics in Munich are major achievements in the visual communication of our times. Otl Aicher's writings are explorations of the world, a substantive part of his work. In moving through the history of thought and design, building and construction, he assures us of the possibilities of arranging existence in a humane fashion. As ever he is concerned with the question of the conditions needed to produce a civilized culture. These conditions have to be fought for against apparent factual or material constraints and spiritual and intellectual substitutes on offer. Otl Aicher likes a dispute. For this reason, the volume contains polemical statements on cultural and political subjects as well as practical reports and historical exposition. He fights with productive obstinacy, above all for the renewal of Modernism, which he claims has largely exhausted itself in aesthetic visions; he insists the ordinary working day is still more important than the "cultural Sunday". Wolfgang Jean Stock | 9 preface by sir norman foster10 introduction16 crisis of modernism28 doing without symbols36 aesthetic existence40 the third modernism62 charles eames66 hans gugelot77 flying machines by paul mc cready85 bauhaus and ulm94 architecture as a reflection of the state113 the non-usable useful item124 the signature132 intelligent building138 my workspace does not yet exist143 difficulties for architects and designers150 appearance167 graphic designers' space to be themselves175 a new typeface179 the world as design190 afterword192 sources | Format: Paperback | Language/Sprache: english | 235 gr | 216x139x12 mm | 190 pp.



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