



## New Retro (Paperback)

By Victionary

Viction Workshop Ltd, Hong Kong, 2016. Paperback. Condition: New. Language: English . Brand New Book. Designers often look to earlier decades or generations for inspiration, borrowing motifs and palettes that are recognizable through their ability to elicit nostalgia. New Retro focuses specifically on graphic designers that evoke bygone eras with their creative work. The first section showcases logo design and examines the ways in which designers are able to incorporate vintage typefaces and imagery to create innovative identities and logotypes. The second presents graphic output from poster and print design to fashion, product, packaging design and more.



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