



Echoes of the Future

By Klanten, Robert / Hellige, Hendrik

Condition: New. Publisher/Verlag: Die Gestalten Verlag | Rational Graphic Design & Illustration | Das neue Streben nach langlebiger Gestaltung in der Grafik und Illustration | Collective visual memory synthesized in today's graphic design and illustration. Today's young graphic designers and illustrators are increasingly taking their visual cues from classic modernism, letterpress printing, and other design styles of the past and using them in their current work. They are not copying them, but rather, they are synthesizing them to create a new aesthetic that emanates quality, timelessness, and sustainability. It is only when confronted with genuine examples from the past that one realizes how clearly different the contemporary work is. Echoes of the Future presents the further evolution of this style trend. The book features recent graphic design and illustration that is deliberately created with a limited palette of forms and colors, which makes the work seem older than it is. The aspiration to visual longevity contrasts sharply with the rapidly shifting styles of previous years that seemed out-of-date almost immediately. Especially in these times of economic uncertainty, more and more brands, products, and businesses are using designs that promote the impression of stability. Echoes of the Future is a stunning compilation of outstanding...



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-- Jaqueline Kerluke

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