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Helmut Schmid: Gestaltung Ist Haltung / Design Is Attitude



Synopsis

After training as a typesetter, Helmut Schmid studied at the Schule für Gestaltung in Basel. His designs are a unique combination of Japanese tradition and Western modernity. This book documents and analyzes all of Schmid's important works from 1961 until today, including his foundational graphic concepts, lettering, product and packaging identities, as well as his poster and book designs. This first monograph on the complete works of Helmut Schmid contains numerous unpublished and other primarily unseen works. With this publication, his work is finally presented in a manner befitting its importance to the typographic design community.

Book Information

Paperback: 341 pages

Publisher: Birkhäuser Architecture; 1 edition (October 20, 2006)

Language: English

ISBN-10: 3764375108

ISBN-13: 978-3764375102

Product Dimensions: 9.3 x 1.1 x 9.4 inches

Shipping Weight: 2.9 pounds

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