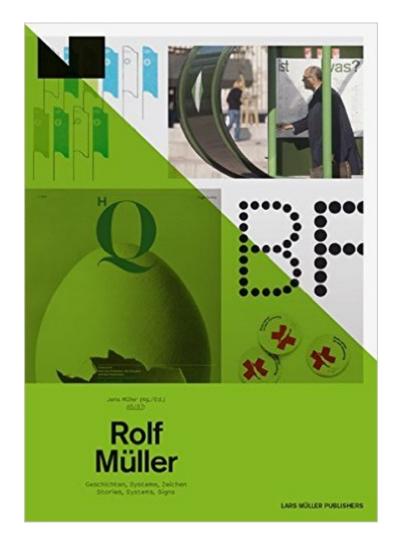
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A5/07: Rolf Muller: Stories, Systems, Marks





Synopsis

This book is the first monograph dedicated to the designer Rolf MÅ Iler who is known above all for his design of the visual identity of the Munich Olympic Games in 1972. Shortly after graduating from the famous UIm School of Design, his former professor Otl Aicher entrusted him with this work, which set new standards in international design. In parallel, he established his design firm BÅ ro Rolf MÅ Iler in Munich. On the basis of selected projects, the book attempts to retrace the mentality and methods of his design: For nearly four decades, the firm developed corporate identities, books, magazines and signage systems at the highest level. The firm's projects include the visual identity of the City of Leverkusen, forged over several decades, and the magazine HQ High Quality for the company Heidelberger Druckmaschinen, of which 39 issues were published. As a storyteller and system designer, Rolf MÅ Iler has left a mark on international design history with his work. His stance has had a decisive impact in shaping the way in which today's communications designers view their profession.

Book Information

Paperback: 128 pages Publisher: Lars Muller; Bilingual edition (February 27, 2014) Language: English ISBN-10: 3037784148 ISBN-13: 978-3037784143 Product Dimensions: 6 x 0.4 x 8.3 inches Shipping Weight: 9.1 ounces (View shipping rates and policies) Average Customer Review: Be the first to review this item Best Sellers Rank: #1,035,485 in Books (See Top 100 in Books) #145 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #2911 in Books > Arts & Photography > Graphic Design > Techniques

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