



Otl Aicher

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Pressestimmen

"Few graphic designers command as much respect as Otl Aicher."-Wallpaper* "Aicher is finally getting the attention he deserves... A beautifully illustrated monograph [...] which reveal[s] the unique legacy of this often overlooked titan of international design."-The Daily Telegraph "In the first comprehensive account of his life and work, Aicher's importance to the design world comes to full light."-Dwell "A fascinating study... An essential title for graphic arts collections and a nice choice for larger academic collections."-Library Journal Kurzbeschreibung

Markus Rathgeb completed his Ph.D. dissertation, 'Otl Aicher: Design as a Method of Action', for the Department of Typography and Graphic Communication at the University of Reading in England and has published several articles on Aicher's work in both English and German. He is currently a professor of design methods and graphic design at the University of Cooperative Education, Ravensburg, Germany, and works as a design consultant. |The definitive monograph on the pioneering German graphic designer.

Synopsis

Otl Aicher (1922-1991) was an internationally acclaimed graphic designer and educator, renowned for his complex visual systems and typography. Born in post-World War I Germany and coming of age during World War II, Aicher was marked by the intellectual resistance movement, postwar reconstruction, and a conviction that designers had a moral responsibility to work in the service of a better society. He emerged as an influential innovator in the field of visual communication, keenly informed by a strong sense of politics, theology, and social responsibility. By distilling ideology, language, and aesthetics to its bare essentials, Aicher promoted forthright communication through simple, elegant, elemental presentation. Aicher helped found the Hochschule für Gestaltung (HfG) in Ulm, an experimental design school in the spirit of the Bauhaus, and wrote several books on the theory and practice of design and typography. Among Aicher's best-known work are his early posters; corporate identity programs for Lufthansa, BASF, FSB, and the German lighting firm ERCO; his visual communication system for the Munich Olympics of 1972, which set a standard for universal pictograms; and his typeface Rotis. In his later career Aicher collaborated on the design of public buildings and environmental projects (Sir Norman Foster was one of his collaborators). Although Aicher wrote a number of books on design, this book is the first comprehensive and authoritative account of his life and work, with extensive illustrations from private archives, museums, and Aicher's estate.

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