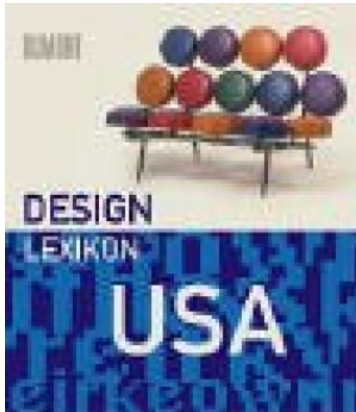


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# DESIGN LEXIKON USA



Dumont Buchverlag, 2002. Taschenbuch. Book Condition: Neu. Neu Neu/Restauflage - sofort versandbereit - Das Design-Archiv, das auf jeden Schreibtisch passt Design made in USA oder: 'Hässlichkeit verkauft sich schlecht'. Seit Raymonds Loewys Bekenntnis zum Styling wurde das Design zum wichtigsten Faktor des 'American Way of Life'. Die großen Namen, wie Lucky Strike, Coca-Cola, Nike, Apple Macintosh wären ohne ihre markanten Logos und ihr unverwechselbares Design gar nicht denkbar. Designer wie Henry Dreyfuss, Saul Bass, Milton Glaser oder George Nelson haben...

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- Authored by Bernd Polster;Tim Elsner
- Released at 2002



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