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A Sign Is

Jeffrey Ludlow

ISBN	9781961856721
Publisher	ORO Editions
Binding	Paperback / softback
Territory	World excluding USA, Canada, Australasia, China, Hong Kong, Taiwan, South Korea, and Japan
Size	203 mm x 147 mm
Pages	368 Pages
Illustrations	250 color
Price	£26.95

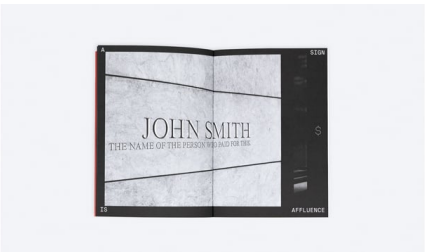
- An astute collection of essays, that uncovers how and why signage looks the way it does and how it relates to our society at large
- Beyond being a book for the design invested, it is also for those who are curious to discover how design shapes our world and surroundings
- A primary audience consists of practitioners and students within the professional fields of signage & wayfinding and graphic design as well as the peripheral design fields of urban planning, architecture, and design

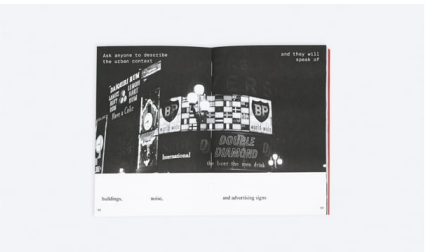
"Through compelling visuals and sharp analysis, A Sign Is… positions signage not merely as environmental annotation, but as a mirror reflecting societal values, habits, and hierarchies. It's a book for designers, architects, urbanists, and cultural observers alike—anyone curious about how everyday objects can hold extraordinary meaning." — **Bounty Hunters**

An insightful collection of essays on the overlooked sign. Each chapter explores the extraordinary connection that culture and society have to this common object. The book blends historical overview, graphic taxonomy, and design criticism on 11 signage types, ranging from signs that say no, to pharmacy signs, and all in-between. Every chapter uncovers the reasoning and logic of how and why our built environment is annotated the way it is form the simplest of signs to the largest of signs.

Jeffrey Ludlow, an award-winning designer within signage & wayfinding, where his work spans from CCTV building in Beijing, Apple Park in Cupertino and a variety of cultural venues globally. Prior to POR studio, he was the creative director of Bruce Mau Studio and worked as art director at 2 x 4.







Published 24th Jan 2025