



## Jan Le Witt and George Him Design Ruth Artmonsky

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- A new title in the exquisite *Design* series

Jan Le Witt and George Him were a comparative rarity, a graphic design duo; signing their work as 'Lewitt-Him' they brought an innovative use of colour, imaginative abstraction and symbolism to commercial design. Both Polish by birth, they arrived in London in 1937, sponsored by the Victoria and Albert Museum and Lund Humphries. They established their reputation for fine poster work in World War II, and for their exhibition work with their much loved Guinness Clock at the Festival of Britain. In Poland their illustrations for *Lokomotywa* helped make it a children's classic and they continued with book illustration throughout their partnership. Of very different temperaments and artistic interests the partnership lasted some twenty years, to January 1955, when Le Witt left to develop his career as an artist. Him continued his commitment to graphic design – illustration, exhibitions and general commercial work – most remarkable of which were his witty illustrations marrying Stephen Potter's texts for Schweppes – 'Schweppshire', one of the longest lasting advertisement campaigns. The *Design* series is the winner of the Brand/Series Identity Category at the British Book Design and Production Awards 2009, judges said: "A series of books about design, they had to be good and these are. The branding is consistent, there is a good use of typography and the covers are superb." Also available: *Claud Lovat Fraser* ISBN: 9781851496631 *GPO* ISBN: 9781851495962 *Peter Blake* ISBN: 9781851496181 *FHK Henrion* ISBN: 9781851496327 *David Gentleman* ISBN: 9781851495955 *David Mellor* ISBN: 9781851496037 *E.McKnight Kauffer* ISBN: 9781851495207 *Edward Bawden and Eric Ravilious* ISBN: 9781851495009 *El Lissitzky* ISBN: 9781851496198 *Festival of Britain 1951* ISBN: 9781851495337 *Harold Curwen & Oliver Simon: Curwen Press* ISBN: 9781851495719 *Paul Nash and John Nash* ISBN: 9781851495191 *Rodchenko* ISBN: 9781851495917 *Abram Games* ISBN: 9781851496778