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Pioneer of the Modern Logo

Wilhelm Deffke 1887-1950

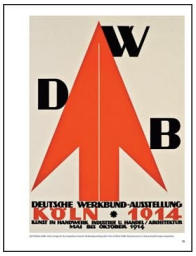
Edited by Bröhan Design Foundation

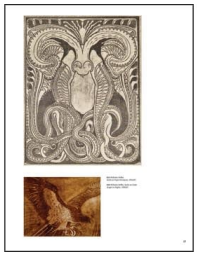
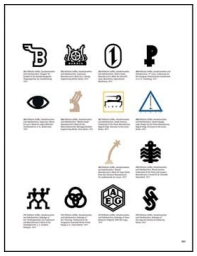
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- Wilhelm Deffke is a pioneer of corporate design and a significant figure in graphic design history; this is the first book to be published, documenting all key aspects of his design work
- Richly illustrated with more than 900 images, most of them previously unpublished
- Essays that contextualise his work within 20th-century European design history

Wilhelm Deffke (1887-1950), established the first modern advertising agency in Germany in 1915. Together with his business partner he published an influential book on trademarks and makers' marks, in which they promoted the logo as a basis for all the company's advertising materials. Before his death in 1950, Deffke created more than 10,000 logos that were untypically functional and abstract for their time. Considered one of the pioneers of modern corporate design, he is known as the "Father of the Modern Logo" among design professionals internationally; yet only a fraction of his designs have ever been shown in public. This richly illustrated and comprehensive monograph is the first book to be published about his work as commercial artist, architect, poster and book designer. Fourteen essays present the wide-ranging aspects of Deffke's work in context with 20th-century European design history. More than 500 images, many of them previously unpublished, illustrate his achievements in poster and commercial art. This collection is a long overdue commentary and re-discovery, of an exceptional artistic personality. Exhibitions: *Corporate Design: The Pioneer of Logo Design Wilhelm Deffke (1887-1950)* Museum Folkwang/German Poster Museum in Essen, 26 September 2013 to 28 January 2014.

Brohan Design Foundation, Berlin, has been established in 2005 by the collector and design researcher Torsten Brohan. Its goal, among others, is examining the overlooked designers of the 20th century.




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