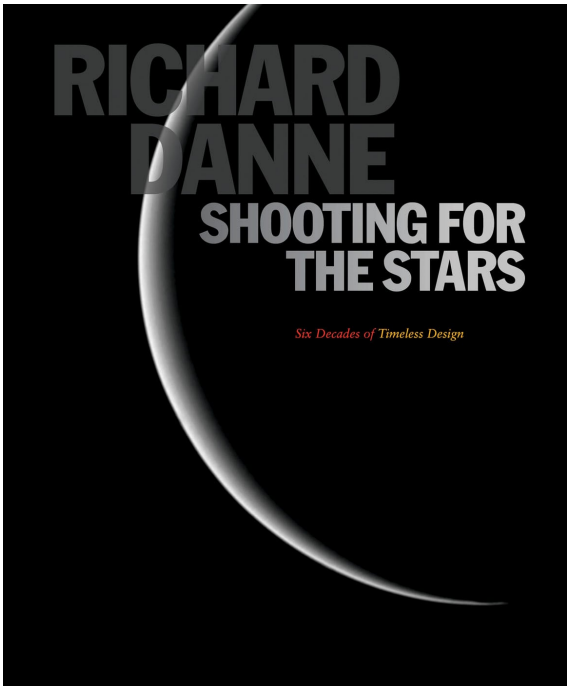
ACC ART BOOKS

TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk



Shooting for the Stars

Six Decades. Timeless Design

Richard Danne

ISBN	9781961856134
Publisher	ORO Editions
Binding	Hardback
Territory	World excluding USA, Canada, Australasia, China, Hong Kong, Taiwan, South Korea, and Japan
Size	292 mm x 241 mm
Pages	248 Pages
Illustrations	300 color
Price	£39.95

- An expansive celebration of the unique six-decade career of eminent designer RIchard Danne, famous as Design Director of the iconic 1975 NASA redesign program
- *"He's a leader, gentleman, and a one-of-a-kind shining star in our vast design galaxy."* - Dana Arnett, founder and chairman, VSA Partners, Chicago, IL.
- The NASA Odyssey – One of the great design sagas of this or any age
- "When it was all over, Danne took a breather in the NASA library, amazed at his own trajectory, from a Dust Bowl Oklahoma farm to this splendid comeback, his design again heading for space. 'When I first came here, in 1974,' he said, 'I thought this was heaven.'" - Bob Sullivan for The New Yorker
- Contains dramatic examples of design projects / programs which have stood the test of time – for famous super-scale corporations to small not-for-profit organizations (1959 to the present). Even UX web designers have called it "Inspirational!"

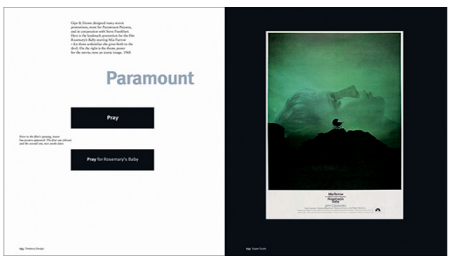
This ***Shooting for the Stars*** book is a celebration of timeless design. In its 248 colourful pages, there are countless award-winning, successful design programs and projects which have stood the test of time. Over six decades of global corporate clients (like AT&T and DuPont) to smaller not-for-profit organisations (like F.I.T. and Third Street Music School); huge budgets to tiny, but all with strong concepts and enduring design solutions.

Each design example is dated so one can appreciate the longevity of the work. In addition, the book contains many stories of how the projects evolved, some in unique and surprising ways. i.e.: NASA where only one logo solution was presented, but with multiple supporting applications; Or the author being stranded after a presentation in Saudi Arabia, with a full lock-down of airspace. Other stories have a decided teaching role and offer counterpoint to the diverse design presentations.

There is also much about Richard Danne's design leadership and service, a commitment which goes well beyond his own practice, for the good of all. Simply put, it's an animated long view of our graphic [visual] design profession, its history and evolution.

Richard Danne is well-known as Design Director of the iconic 1975 NASA redesign program; Was President of AIGA, founding President of AIGA/NY; U.S. President of AGI; A design consultant to FAA, Fashion Institute, AT&T, Paramount Pictures, Seagram; Enjoyed a six-decade independent career; Won three U.S. Presidential Awards.







Published 12th Sep 2024