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100 Best Posters 22

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Binding	Hardback
Territory	USA & Canada
Size	6.5 in x 9.45 in
Pages	328 Pages
Name of series	100 Best Posters
Price	$46.00

- Groundbreaking work in the fields of corporate design, advertising, and the graphic arts
- Special Feature: the Neubad poster (Fons Hickmann in conversation with Erich Brechbühl)

Every year, the 100 Beste Plakate e. V. association awards prizes to the creators of the most innovative and groundbreaking poster designs from Germany, Austria, and Switzerland. The yearbook, which is developed by different graphic designers and design studios each year, presents all the winners and their designs in detail. It has become the key indicator of trends for creatives and advertisers alike.

Studio lindhorst-emme+hinrichs has designed the current yearbook as an ever-changing, unique volume. Ten different colored papers are used in different combinations: as a result, the cover as well as the front and back endpapers never have the same color, and each copy is unique.

The central focus of the book is on the poster designs for the art and culture center Neubad in Lucerne, some of which have reached an iconic status. Over the years, the Swiss province has become a hotbed of avant-garde design. More than 80 graphic designers have created around 550 posters for the Neubad to date; 23 of them have received awards in recent years, being ranked among the 100 best posters.

Concept and Design: studio lindhorst-emme+hinrichs

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