

《广告设计 Kms》

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内容概要

Twelve chapters with apparently completely heterogeneous themes: colour, content, identity, philosophy, experiment... Conway Lloyd Morgan's of KMS weaves from this nexus of logics a vivid portrait of one of Germany's leading design offices. Combining essay and documentation creates an insight into how the designers move between considerations of principle and individual actual designs: unexpected combinations, like making an exhibition stand for the new Lamborghini out of the idea of nothingness... Avidition is a new series dedicated to international multi-disciplinary design companies. Conway Lloyd Morgan is a contributing editor to Graphics International and has published books on Jean Nouvel, Philippe Starck and Marc Newson, among a number of other titles.

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