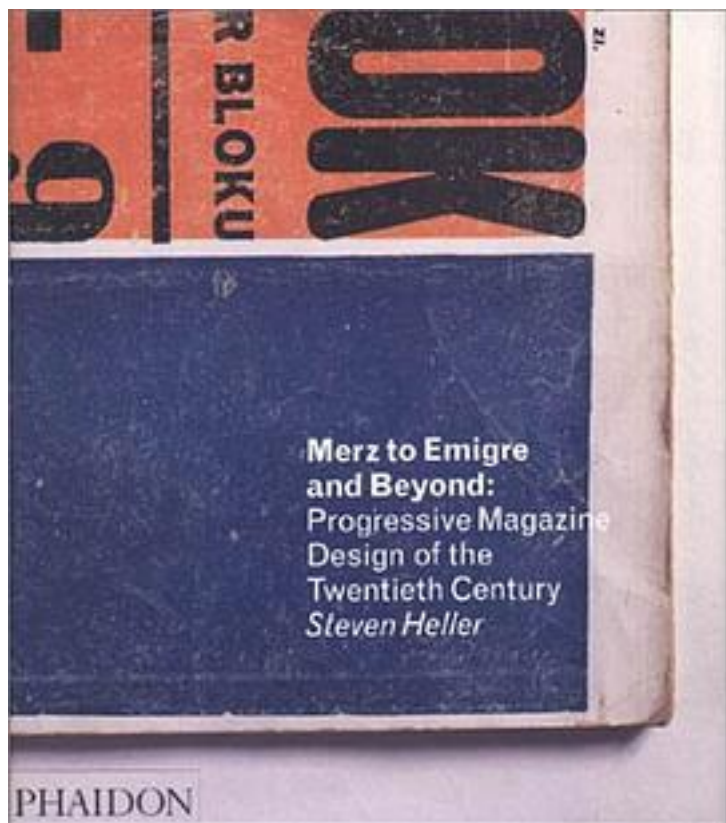


Merz to Emigre and Beyond



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This is a fully documented study of the history of the avant-garde magazine and examines the publications that have been at the forefront of design this century: the journals, magazines and printed manifestos that have challenged design convention, providing a platform for the dissemination of the ideas of the most radical design movements of the 20th century. These avant-garde approaches permeated all the arts - art and literature as well as the graphic arts. This book concentrates on the journals,

magazines and pamphlets whose very ephemerality allowed spontaneity, experimentation and risk, exploring ways in which words and images could be presented on a page, illustrating design ideas and cultural ideals. The book features an extensive selection of international publications from Europe and the USA, including "Merz" (1920s), "View" (1940s), "East Village Other" (1960s), "Punk" (1970s), "Raw" (1980s) and "Emigre" (1990s). The design of these magazines, often raucous and undisciplined, was as ground-breaking as the ideas they disseminated. Many were linked with controversial art, literary and political movements such as Dada, Surrealism, Modernism, the New Left and Deconstruction. They contain the work of many leading experimental artists and designers of their time - from Kurt Schwitters and El Lissitzky in the 1920s and 30s, to Art Spiegelman and Rudy Vanderland in the 1980s and 90s. This book explores the typography and layout of these journals, and also places the avant-garde notions these magazines represented in their broader artistic, cultural and political contexts.

作者介绍:

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标签

Magazine

设计

历史

先锋杂志

Design

评论

想了解先锋平面设计的好书。尤其对sex、drugs、rock'n'roll and politics那章感兴趣。

avant-garde magazines in the 20th century

这本书读得还是相当累的，作者文化层次也比较高吧，生词真不少。其实也理解，在做某方面史学性质研究时，会不知不觉被当时发生的和后世的学术口吻的叙述给感染，用词越来越长，越来越生僻，也说明了作者确实是钻进去了。

只谈到了1980年代

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书评

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