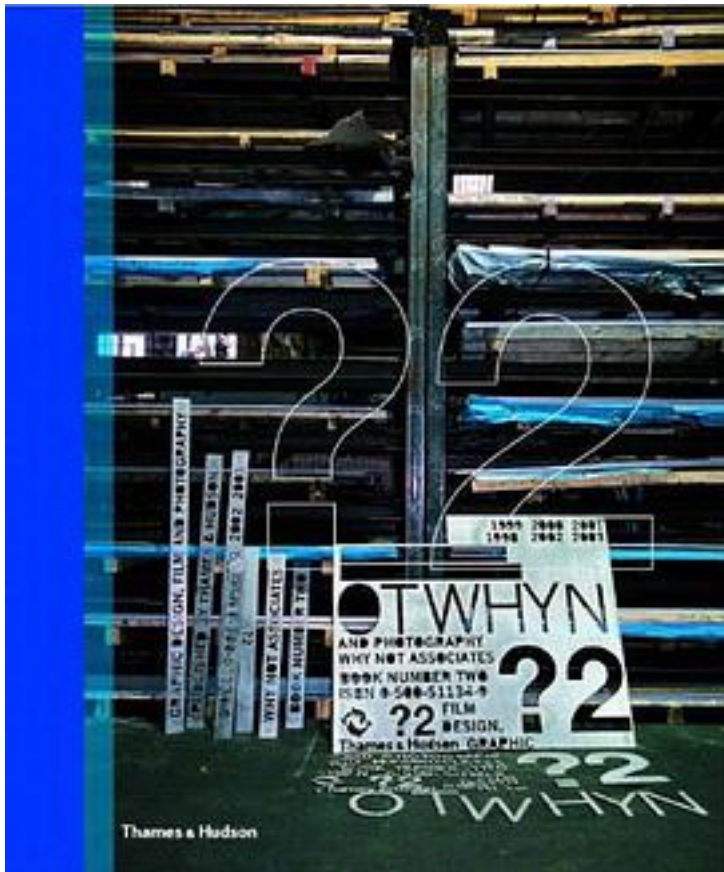


Why Not Associates ?2



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A dazzling spectrum of projects in all media from the past six years by one of the UK's most influential and important design studios. The spirit and brains behind Why Not Associates are Andy Altmann and David Ellis, whose unique graphic-design language has been admired and copied around the world in print, digital, and electronic media. Their client list is long and varied, ranging from Virgin Records to Paul Smith to the

Royal Academy of Arts. Why Not's versatile and innovative work has set arresting new standards in an image-saturated world. This inspiring survey brings together their most recent work and shows how they have refined their typographic style as they explore new media, exhibition design, and architecture-scale urban pieces. More than 1500 images, specially selected and arranged by the designers themselves, are accompanied by texts that explain their unique creative process and offer useful insights to designers seeking inspiration.

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