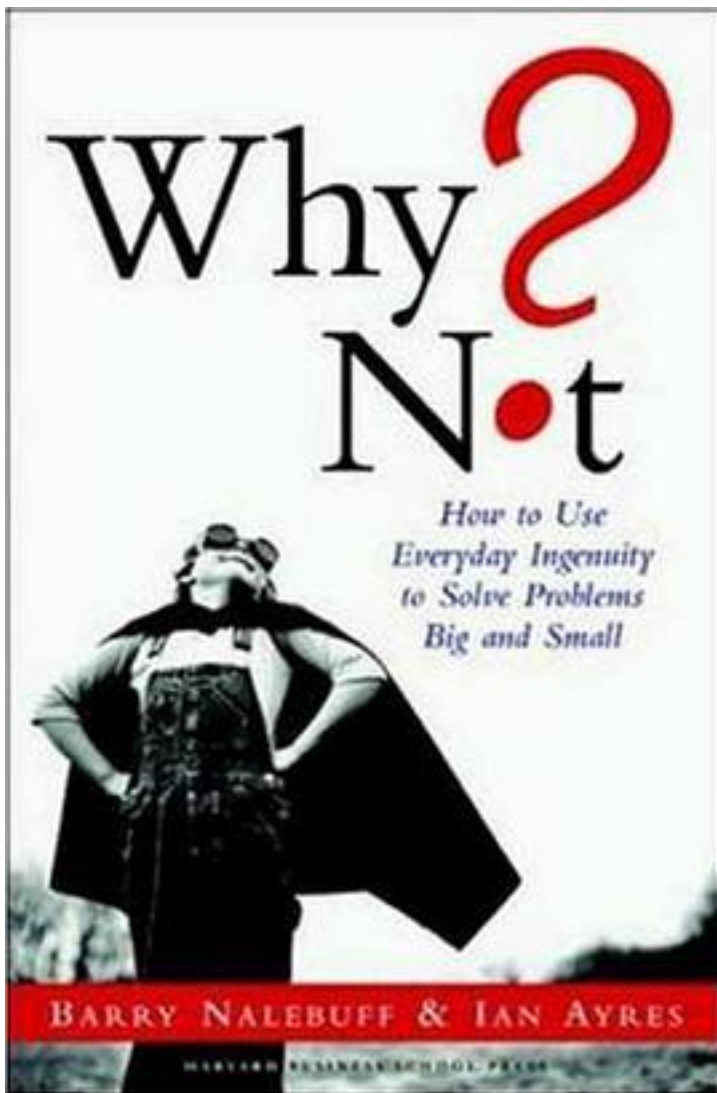


Why Not?



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著者:Why Not Associates

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Why Not? Is a collection of the most notable work of the British graphic design company Why Not Associates over the last ten years. Ranging from party political broadcasts for the Labour Party through postage stamps, to an installation design for a 300-metre typographic pavement set in stone and steel, as well as award-winning Booth-Clibborn titles such as Typography Now: The Next Wave and In Soccer Wonderland. Why Not? includes the rejected design ideas as well as those that were implemented, providing a superb examination of typographic experimentation and its fusion with photography. First time in paperback.

Has sold over 15,000 copies since publication.

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Why Not Associates are one of the UK's leading design groups and have won numerous design awards.

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