

HfG Ulm: Concise History of the Ulm School of Design



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The Ulm School of Design (HfG Ulm) ranks among the world's most important institutions of the 20th century in modernist design. Its founders Inge Aicher-Scholl, Otl Aicher and Max Bill wanted to contribute to the shaping of a new and better world after the terrible experiences of the Nazi regime and the Second World War. The meaning of design today cannot be understood without considering the developments at HfG. That applies not only to the design of appliances and communications, but also to the profession of designer, design education, methodology and design theory--ranging from the relationship between design and science up to the question of what relationship design should adopt with art and crafts, or business and society. This massive impact of the HfG is all the more astounding, considering that it existed for only 15 years, from 1953 to 1968. This book provides a contextual and broadly illustrated history of the HfG Ulm.

作者介绍:

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