

# Soon



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Soon reveals the inner workings of leading advertisers and creative thinkers from around the globe when asked to create advertising for brands that will answer the needs of society in the future. Each project is meant to provoke, stimulate and inform with narratives, images and objects developed around issues like a synthetic drug that provides the benefits of eight hours of sleep in sixty minutes. Or "solid state" wired clothing that plays music, links to the web, and projects messaging onto sunglasses. It's a fascinating study, an exciting challenge and compelling read--just what the brave new world needs.

作者介绍:

Lewis Blackwell is International Creative Director at Getty Images. Formerly publisher and editor of Creative Review, he is the author of numerous critically acclaimed books. Chris Ashworth has held senior creative positions at MTV Europe and Ray Gun magazine, as well as formed the studios, Substance and Still. He is currently Design Director of gettyone design studio, a division of Getty Images in London, England.

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