



## Paul Rand: a Designer s Art (Hardback)

By Paul Rand

PRINCETON ARCHITECTURAL PRESS, United States, 2016. Hardback. Condition: New. Language: English . Brand New Book. If Paul Rand was the most influential American graphic designer of the twentieth century, then Paul Rand: A Designer s Art is the most important on his work. A comprehensive collection of his most important and best-known designs, A Designer s Art gives unique insight into Rand s design process and theory. This new edition of Rand s classic monograph, long unavailable, meticulously re-creates the graphic quality of the original. It includes more than two hundred illustrations and twenty-seven essays, and a new afterword by Steven Heller. This book is required reading for anybody interested in modern design.



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