

Duchamp Ediz Illustrata

eDossier: una collana di Art e Dossier. Un artista da leggere, un movimento da conoscere come un racconto, una raccolta di saggi agile e accessibile.

Lo scopo della Street Art è quello di trasformare un angolo di città in un terreno di confronto e di riflessione su temi sociali ed esistenziali. In questo senso si può affermare che il più noto, efficace, controverso e dibattuto protagonista del genere è Banksy (Bristol 1974). Come per la scrittrice Elena Ferrante, fama e incertezza sull'identità anagrafica possono felicemente coesistere. La vera identità di Banksy, al di là delle molte illazioni, non è nota. Resta la sua capacità di far parlare di sé attraverso le proprie opere. Graffiti eseguiti con lo stencil sparsi in mezzo mondo – dal muro che separa Cisgiordania e Israele a Venezia, a New York – diffondono le sue immagini che, in modo chiaro e leggibile a chiunque, parlano di violenza urbana, ingiustizie sociali, guerre, libertà violate, consumismo. Sempre con una vena di ironia e con una particolare capacità di adattare il messaggio al supporto, facendolo diventare parte dell'opera stessa.

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"Max Huber (1919-92) is one of the most significant graphic designers of the twentieth century. In this comprehensive monograph, the first to be published on this major figure, the authors trace and illustrate Huber's entire career, from his early years in Switzerland to his more mature work in Italy."

"Huber's style assimilated the teachings of the early modern masters, such as Max Bill and Laszlo Moholy-Nagy, combining their principles with the enormous variety of cultural influences present in vibrant post-war Milan. This fully illustrated survey of his work demonstrates that Huber was among the first to apply the aesthetics of the avant garde to a

corporate and commercial environment, creating formal solutions that he would go on to use throughout his life. Among the 450 illustrations in this book (the majority of which were never published before) are examples of his celebrated posters for the Monza races, his jazz record covers and book series for major Italian publishers, which remain appreciated today as superb examples of their genres." "Some of Huber's most enduring achievements were on a completely different scale and remain in the collective memory of generations and on the streets of Italy: his logo design for the department store La Rinascente and the supermarket chain Esselunga, were so influential as to change the public's perception of these two popular stores and, moreover, the visual landscape of Milan itself." "The three expert authors of this book (Stanislaus von Moos, Mara Campana and Giampiero Bosoni) were privileged to have the full support of Huber's widow, Aoi Kona, who granted them unrestricted access to the renowned archive of Huber's work that is now housed in the m.a.x.Museo, in Chiasso, Switzerland. This wide-ranging and exhaustively researched book demonstrates the importance of this fascinating and influential figure in the history of modern graphic design."--BOOK JACKET.

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