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0 of 0 people found the following review helpful. Excellent A.H. Poster CollectionBy Peter RolandThe best representation of his posters I have ever seen. Even though I am familiar with most of his works, I was surprised to find many posters in this publication which I had never seen before. Very well done. Thanks.1 of 1 people found the following review helpful. a neat book for certainBy Kamran H. Moen-samimii am a design student and am working on poster design. this book certainly helped fuel my imagination. its scattered with great photos of Armin's various posters. great color pictures, very nicely put together and designed. i recomend it for students who want some good

reference material. it will definately help. great book!0 of 0 people found the following review helpful. A Swiss leaderBy RobinThe poster collection of Armin Hofmann is the seventh title in a series of poster books from the publisher. I believe twenty-two titles have so far been published. The sixty-seven posters in the book cover Hofmann's career and I thought it was interesting that his design principles have stayed constant over several decades. One word perhaps sums it up: simplicity.Look at any of these designs and you'll see striking typography, sparse and careful use of color and graphics all carefully blended to create an instant statement. They are, of course, incredibly central European looking, helped perhaps because they are for non-commercial concerns like cultural institutions in Basel. Though many of these designs are from past decades they still look fresh today.Hoffmann has spent a lifetime teaching and six pages in the book show forty-two large thumbnails of past students work, some of going back to the late 1950s. Karl Gerstner, Nelly Rudin are a couple of names I recognize. You can see the Hofmann approach in some of this student work though other designs seem overly complex. Hofmann's wonderful Giselle poster is included, where he playfully turns the Standard Medium square dot on the i into a circle and you can compare the clarity of this poster with a student's work for the same ballet, a rather fussy type and graphic design.The book has two essays (in English and German) and the posters are well reproduced with a 175 screen on a good matt art. Overall I thought was an excellent coverage of the poster work by one of the founders of Swiss modernism.###LOOK INSIDE THE BOOK by clicking 'customer images' under the cover.

Poster Collection 07 gathers the most important posters of Armin Hofmann, and shows them corresponding to his fundamental importance as a graphic design teacher in a context with works from his most famous students, who continued his methods. After completing an apprenticeship in lithography, Armin Hofmann (born 1920) began teaching his own typographic principles at the Basel School of Design in 1947. He and his colleagues who contributed to the development of Swiss international Style, advocated a belief in absolute and universal graphic expression. Hofmann has also taught at Yale and the Philadelphia Museum School of the Arts. In 1965 he wrote the "Graphic Design Manual", which is regarded as a fundamental work in the field of modern graphic design and art.