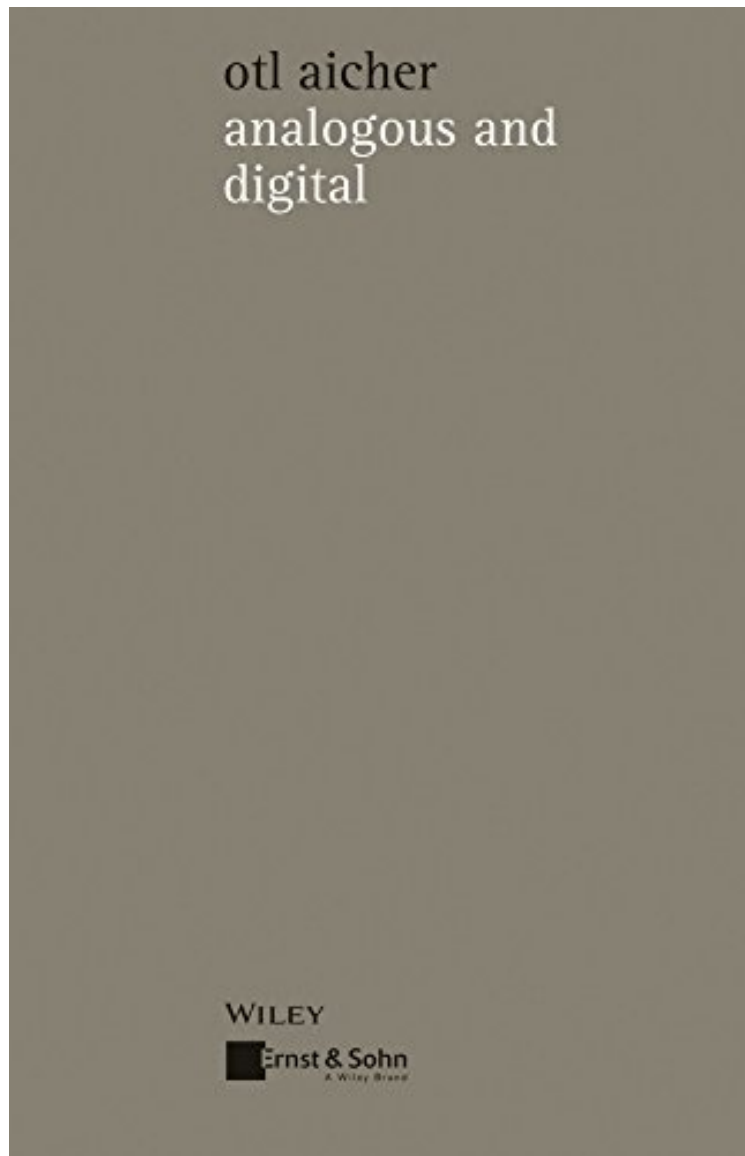


Analogous and Digital

Otl Aicher

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Otl Aicher : Analogous and Digital before purchasing it in order to gauge whether or not it would be worth my time, and all praised Analogous and Digital:

1 of 1 people found the following review helpful. a designer who thinksBy daniel rodriguezA summary of some articles from one of the greatest personalities of European design and the one who has most contributed to its theoretical and pedagogic articulation. It is complementary to other book: The world as design, but more philosophic. basic for designers and architects.

Otl Aicher (1922-1991) was an outstanding personality in modern design, he was a co-founder of the legendary Hochschule für Gestaltung (HfG), the Ulm School of Design, Germany. His works since the fifties of the last century in the field of corporate design and his pictograms for the 1972 Summer Olympics in Munich are major achievements in the visual communication of our times. "An integral component of Aicher's work is that it is anchored in a "philosophy of making" inspired by such thinkers as Ockham, Kant or Wittgenstein, a philosophy concerned with the prerequisites and aims, the objects and claims, of design. Aicher's complete theoretical and practical writings on design (which include all other aspects of visual creativity, such as architecture) are available with this new edition of the classic work. If Aicher prefers the analogous and concrete to the digital and abstract he does it with a philosophical intention. He relativizes the role of pure reason. He criticizes the rationality of Modernism as a result of the dominance of purely abstract thinking. Anyone who prefers the abstract to the concrete does not only misunderstand the mutual dependence of concept and view. In Aicher's judgement he is also creating a false hierarchy, a rank order that is culturally fatal. Things that are digital and abstract are not greater, higher and more important than things that are analogous and concrete." Wilhelm Vossenkuhl

From the Inside Flap
Otl Aicher analogous and digital with a foreword by Wilhelm Vossenkuhl
Otl Aicher the world as design with a foreword by Wolfgang Jean Stock
Wilhelm Vossenkuhl is professor of philosophy at the University of Munich, Wolfgang Jean Stock the vice editor-in-chief of the architectural magazine *Baumeister*.
From the Back Cover
Otl Aicher (1922–1991) was an outstanding personality in modern design, he was a co-founder of the legendary Hochschule für Gestaltung (HfG), the Ulm School of Design, Germany. His works since the fifties of the last century in the field of corporate design and his pictograms for the 1972 Summer Olympics in Munich are major achievements in the visual communication of our times. An integral component of Aicher's work is that it is anchored in a "philosophy of making" inspired by such thinkers as Ockham, Kant or Wittgenstein, a philosophy concerned with the prerequisites and aims, the objects and claims, of design. Aicher's complete theoretical and practical writings on design (which include all other aspects of visual creativity, such as architecture) are available with this new edition of the classic work. If Aicher prefers the analogous and concrete to the digital and abstract he does it with a philosophical intention. He relativizes the role of pure reason. He criticizes the rationality of Modernism as a result of the dominance of purely abstract thinking. Anyone who prefers the abstract to the concrete does not only misunderstand the mutual dependence of concept and view. In Aicher's judgement he is also creating a false hierarchy, a rank order that is culturally fatal. Things that are digital and abstract are not greater, higher and more important than things that are analogous and concrete. Wilhelm Vossenkuhl
About the Author
Otl Aicher (1922-1991) was an outstanding personality in modern design, he was a co-founder of the legendary Hochschule für Gestaltung (HfG), the Ulm School of Design, Germany. His works since the fifties of the last century in the field of corporate design, e.g. Lufthansa, and his pictograms for the 1972 Summer Olympics in Munich are major achievements in the visual communication of our times. Prof. Dr. em. Wilhelm Vossenkuhl is a professor of Philosophy at Ludwig Maximilian University Munich.