

<<广告设计 Mauk Design>>

图书基本信息

书名：<<广告设计 Mauk Design>>

13位ISBN编号：9783929638752

10位ISBN编号：3929638754

出版时间：2003-8

出版时间：Avedition GmbH (2003年8月25日)

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页数：158

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内容概要

Mitchell Mauk knew he wanted to be an exhibit designer when, at the age of 13, his parents took him to EXPO 70 in Osaka, Japan. Thirty-odd years on, and his design office in San Francisco has won a string of awards for its work, designing stands for Levi Strauss, Sony Playstation and Intel, as well as designing the launch of the new VW Beetle across America. His office also does identity graphics (including for the original Apple computer), packaging design and three dimensional design. The series editor for aviation rockets is Conway Lloyd Morgan, author of recent books on Philippe Starck, Marc Newson and Jean Nouvel, and editor of the International Trade Fair Annual.

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