

The Phaidon Archive of Graphic Design

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The field of graphic design, as we know it today, has its roots in two developments: the invention of the printing press in the fifteenth century and the Industrial Revolution of the eighteenth and nineteenth centuries, both of which contributed to the process of graphic reproduction. Today, trade, commerce, communications and culture continue to feed the need for graphic design, and technological developments - most notably the computer - are constantly broadening its possibilities. Of all the arts, graphic design comes closest to our contemporary daily life, as we interact with graphic design on an almost continuous basis. Five hundred graphic designs created since the advent of mechanical reproduction, are showcased in this archive - from the Gutenberg Bible and Nuremberg Chronicles of the fifteenth century, to the cutting edge magazines, posters and ephemera of today. It is the authoritative selection of newspapers, magazines, advertisements, typefaces, logos, corporate design, record and CD covers and moving graphics from around the world, which have created a benchmark for excellence and innovation. Compiled and researched by experts, and illustrated with up to six images per entry, including rarely seen historical and contextual material, The Phaidon Archive of Graphic Design is the ultimate reference guide for the design professional and enthusiast alike.

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"A radical departure from traditional bookmaking, [The Phaidon Archive of Graphic Design] pays tribute to the power of design both through its contents and, well, its design." - **Steve Heller** for ***The Atlantic***

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