



typographische gesellschaft austria

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Abstract des Vortrags

Boom/Book

I honour the traditional book but do not want to stop there.

My ambition is to develop the significance and the limits of the book. Structures that come from new media, the way text and images are treated, have given the book a new impulse. It is important to experiment and not to be afraid sometimes to create utter failures; the book can keep its vitality. There is a lot to explore in a technical way and even more importantly in terms of content and form.

The role of the designer has changed in many ways. The designer has become more an author, not just serving a commissioner's need, but being part of the total creative process. Raising new questions, looking for unusual answers.

I will show abt. 20 books which represent these ideas.

**Symposion ›...noch ein Buch _ [try three] Unvertraute Nähe‹
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