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NEW POSTER ART

CEES W. DE JONG STEFANIE BURGER ★ JORRE BOTH

Even today, among the world's ever-increasing abundance of digital media and profusion of images, the poster remains a key means of communication and an important medium for designers' artistic expression. But what makes a poster successful? How does a designer transform a blank piece of paper into a seductive image? What are the abiding principles, or does anything go?

NEW POSTER ART showcases over 220 of the best, most forward-looking and most striking international posters of recent times, all created by the world's most prominent designers, and the majority from the past ten years. As this book makes clear, posters have become testing grounds for artistic innovation, and often boast breathtaking levels of conceptual and visual experimentation and skill.

Among the featured designers are:

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Reza Abedini
Philippe Apeloig
Günter Karl Bose
Helmut Brade
Ronald Curchod
Helfried Hagenberg
Ebrahim Haghighi
Jennifer Morla
Giorgio Pesce
Stefan Sagmeister
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Gerwin Schmidt
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CEES W. DE JONG is Director of the design studio and publishing company V+K Design-Publishing in the Netherlands.

STEFANIE BURGER and **JORRE BOTH** are Masters students at the University of Utrecht, The Netherlands. They recently co-curated an exhibition of Dutch posters, 'Binnen de Grenzen van het Affiche', at the Museum Mesdag in The Hague.

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