



# Otl Aicher

*By Markus Rathgeb*

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#### Review

"Few graphic designers command as much respect as Otl Aicher."-Wallpaper\* "Aicher is finally getting the attention he deserves... A beautifully illustrated monograph [...] which reveal[s] the unique legacy of this often overlooked titan of international design."-The Daily Telegraph "In the first comprehensive account of his life and work, Aicher's importance to the design world comes to full light."-Dwell "A fascinating study... An essential title for graphic arts collections and a nice choice for larger academic collections."-Library Journal

#### About the Author

Markus Rathgeb completed his Ph.D. dissertation, 'Otl Aicher: Design as a Method of Action', for the Department of Typography and Graphic Communication at the University of Reading in England and has published several articles on Aicher's work in both English and German. He is currently a professor of design methods and graphic design at the University of Cooperative Education, Ravensburg, Germany, and works as a design consultant.

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