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# Helmut Schmid: Gestaltung Ist Haltung / Design Is Attitude



## Synopsis

After training as a typesetter, Helmut Schmid studied at the Schule für Gestaltung in Basel. His designs are a unique combination of Japanese tradition and Western modernity. This monograph documents and analyzes all of Schmid's important works from 1961 until today, including his foundational graphic concepts, lettering, product and packaging identities, as well as his poster and book designs. This first monograph on the complete works of Helmut Schmid contains numerous unpublished and other primarily unseen works. With this publication, his work is finally presented in a manner befitting its importance to the typographic design community.

## Book Information

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