

## Giacometti Ediz Illustrata

GiacomettiGiunti Editore

Alberto Giacometti, Marino Marini et Germaine Richier prennent leurs distances avec la représentation académique du corps et avec la tradition figurative illusionniste. Ils explorent des modes nouveaux de figuration afin d'exprimer leur vision de l'être humain. De leurs années d'apprentissage à celles de leurs dernières créations, ils ne renonceront jamais à la figuration, quand bien même, après la Seconde Guerre mondiale, dans un contexte dominé par l'abstraction, modeler têtes et corps est pour eux source de préoccupations et de recherches constantes. Réunissant une iconographie riche et plusieurs essais de spécialistes des artistes, l'ouvrage montre comment, confrontés à l'impossibilité de persévérer dans une représentation traditionnelle de la figure, les trois sculpteurs proposent de "nouvelles images de l'homme". Modelées dans la terre ou dans le plâtre, celles-ci innovent à partir des formes et des genres classiques de la tête, du buste, de la figure en pied et, dans le cas de Marini, de la figure équestre. A une époque où dominant l'esthétique du lisse et l'emploi de formes arrondies, parfois même transparentes, l'ouvrage invite à réévaluer leurs propositions plastiques et à les suivre dans le combat qu'ils mènent avec la matière.

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"Max Huber (1919-92) is one of the most significant graphic designers of the twentieth century. In this comprehensive monograph, the first to be published on this major figure, the authors trace and illustrate Huber's entire career, from his early years in Switzerland to his more mature work in Italy." "Huber's style assimilated the teachings of the early modern masters, such as Max Bill and Laszlo Moholy-Nagy, combining their principles with the enormous variety of cultural influences present in vibrant post-war Milan. This fully illustrated survey of his work demonstrates that Huber was among the first to apply the aesthetics of the avant garde to a corporate and commercial environment, creating formal solutions that he would go on to use throughout his life. Among the 450 illustrations in this book (the majority of which were never published before) are examples of his celebrated posters for the Monza races, his jazz record covers and book series for major Italian publishers, which remain appreciated today as superb examples of their genres." "Some of Huber's most enduring achievements were on a completely different scale and remain in the collective memory of generations and on the streets of Italy: his logo design for the department store La Rinascente and the supermarket chain Esselunga, were so influential as to change the public's perception of these two popular stores and, moreover, the visual landscape of Milan itself." "The three expert authors of this book (Stanislaus von Moos, Mara Campana and Giampiero Bosoni) were privileged to have the full support of Huber's widow, Aoi Kona, who granted them unrestricted access to the renowned archive of Huber's work that is now housed in the m.a.x.Museo, in Chiasso, Switzerland. This wide-ranging and exhaustively researched book demonstrates the importance of this fascinating and influential figure in the history of modern graphic design."--BOOK JACKET.

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