



Altitude: Contemporary Swiss Graphic Design

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A new wave of intellectually rigorous and iconoclastic Swiss designers are carving their niche in a new graphic language. By combining traditional high quality "Swiss Style" with advanced media, they are giving rise to a progressive style of visual expression. Seven years after publishing Swiss Graphic Design, we present Altitude - a new generation of flourishing contemporary designers, giving insight into the impact, essence and diversity of the work and evaluating the significant evolution of illustration and typography in recent years.

An increasing number of designers are working internationally with interdisciplinary design practices in typography, vector graphics, photography, interiors and web design. They bring about an experimental, playful and humorous element while maintaining the minimalist approach and precision that gives Swiss Design its universally recognized trademark.

Altitude is an expansive volume that showcases and examines current trends as well as providing an analysis of contemporary Swiss Design through visuals, texts, interviews and commentary from the designers and editors themselves.

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