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# Tactile: High Touch Visuals



## Synopsis

New developments occur when boundaries are crossed. Today, the most progressive designers are working at the intersection of various creative disciplines. They are challenging existing design principles and defining them anew. Many designers from different areas are choosing to no longer work exclusively in two dimensions and are instead dealing intensively with space, material and physical products. The book *Hidden Track* investigated this development in 2005 and portrayed it in its breadth for the first time. Now, *Tactile* shows how graphic design is moving into three-dimensional objects and products and presents graphic design that works with space - or the perception of space. The book focuses less on murals than on products, objects, installations and collage that demonstrate how designers are developing and implementing their ideas spatially from the very outset of a given project. *Tactile* proves that spatial innovation in graphic design is not limited to personal work or artistic endeavors for exhibition, but is being sought out more and more often by commercial clients, for example in store design. With its insight into this experimental field of graphic design, *Tactile* targets young, progressive designers as well as professionals from the fields of advertising, architecture and interior design. Because its topical content is compiled in a way that highlights the interesting multi-disciplinary interactions between the various works, *Tactile* also offers inspiration for creatives in fashion, lifestyle and art.

## Book Information

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## Customer Reviews

Blurs the boundaries between fine art, graphic design, and product design. If you make "things" then this book will prove inspirational for any artistic endeavor.

Great book - well put together - lots of fantastic plates - full colour throughout - and an incredible amount of inspiration is drawn from these pages.!!

Muy buen producto me sirve bastante ya q soy director de arte y aquí- encuentro muchas referencias buenisimas. El producto llego en buenas condiciones todo fue bien recibido y analizado hasta el ultimo detalle. No te arrepentiras de tenerlo.

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