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## 365: AIGA Year In Design 23



## Synopsis

365 is the American Institute of Graphic Art's annual presentation of the best in American design, featuring cutting-edge projects selected by a jury of preeminent designers and design critics from a year of design activity in the U.S. This year's awards are divided into a suite of 13 narrowly focused, independently judged competitions, including typographic design, illustration, editorial design, environmental graphic design, design for film and television, experience design, brand and identity systems design, and--the competition dearest to our own hearts--book design: 50 books/50 covers. Conceived by AIGA in conjunction with award-winning Houston-based Rigsby Design, who've put together a charming, refreshingly straightforward, McSweeney-esque package, this year's version of 365 includes 13 short essays by top design critics that contextualize the ever changing landscape of contemporary graphic design. In addition, AIGA's 2002 medalists, Robert Brownjohn and Christopher Pullman, are profiled in insightful biographical essays and retrospective portfolios. All artwork is reproduced in color and accompanied by detailed captions listing the designers, illustrators, photographers, typographers, printers, and others involved in the creation and production of the year's notable designs. Jurors' comments and statements about the design process help to further elucidate the featured projects. Who were the designers, illustrators, photographers, typographers, and printers involved in this year's most notable designs? Edited by Alice Twemlow. Essays by Andrea Codrington, Richard Eckersley, Peter Hall, Jessica Helfand, Julie Lasky, David Womack and Michael Worthington. Hardcover, 7.25 x 12 in., 508 pages, 450 color & 15 b/w Illustrations

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## Customer Reviews

365Talking about book design. Standing tall and white, the new 23rd AIGA 365 Design Annual expresses my thoughts, and I applaud it for its cover design. The centered title "The Twenty-third Annual of the American Institute of Graphic Arts" is printed on a thin uncoated paper that wraps around the front and back cover. On the front cover the number "365" is printed in black and barely shines through the wrapper appearing as a ghost underneath the title. To me it suggests the 365 days that will sink into oblivion and that, as with everything past, we will have to wait patiently for those moments of re-emerging experiences. Good design happens in us.

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