



# **Emigre: Graphic Design into the Digital Realm (The Book : Graphic Design Into the Digital Realm)**

*Rudy Vanderlans, Zuzana Licko, Mary E. Gray, Jeffery Keedy*

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In 1984 a radically new graphic design magazine set out to explore the as-yet-untapped and uncharted possibilities of Macintosh-generated graphic design. Boldly new and different, Emigre broke rules, opened eyes and earned its creators, Rudy VanderLans and Zuzana Licko, cult status in the world of graphic design. After a decade of publishing, the jury is still out on Emigre. But now, thanks to this comprehensive 10-year retrospective, you can reach your own conclusions. Are Emigre's Mac-generated graphics important, influential and controversial...or just plain ugly? You decide. "The only people who have trouble reading Emigre are graphic designers who have been trained to make type clear. The rest of the world doesn't live in that purist atmosphere." —Chuck Byrne, Print Magazine, September 1992 Here gathered together for the first time, you'll find: Every Emigre cover ever issued A full catalog of over 80 Emigre typefaces Emigre's most striking editorial layouts Plus stimulating and provocative commentary from both Rudy VanderLans and Zuzana Licko How has a magazine that prints just 7,000 copies managed to outrage so many graphic designers while inspiring so many others? The answer is in your hands.

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