



Abram Games: Design

By Naomi Games, Brian Webb

ACC Art Books. Hardback. Book Condition: new. BRAND NEW, Abram Games: Design, Naomi Games, Brian Webb, This volume is an intriguing introduction to the graphic work of Abram Games. With images drawn from his personal archive, many less well known, it is possible to follow the social history of 20th-century Britain. For more than six decades Abram worked entirely on his own, always adhering to his personal maxim of 'maximum meaning, minimum means'. From the start, Abram Games was determined to become one of Britain's great poster designers and would often say, 'I have a small talent which I polish like a diamond.' A first-generation Londoner, and an autodidact, he maintained that the three qualities a designer needs are curiosity, concentration and courage. These he had in abundance. Just three months before his own death in November 1996, Abram's friend, the great American designer, Paul Rand, wrote in an obituary, ".stubborn, unique, a man of integrity, honour and talent, he meant what he said and said what he meant. Abe's work is well known; it is not my purpose to itemise his achievements, his posters for the army during WW2, his posters for Guinness, for the underground, many distinguished for their...



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