

DESIGNERS
IN BRITAIN
FROM ARTS
TO INDUSTRY

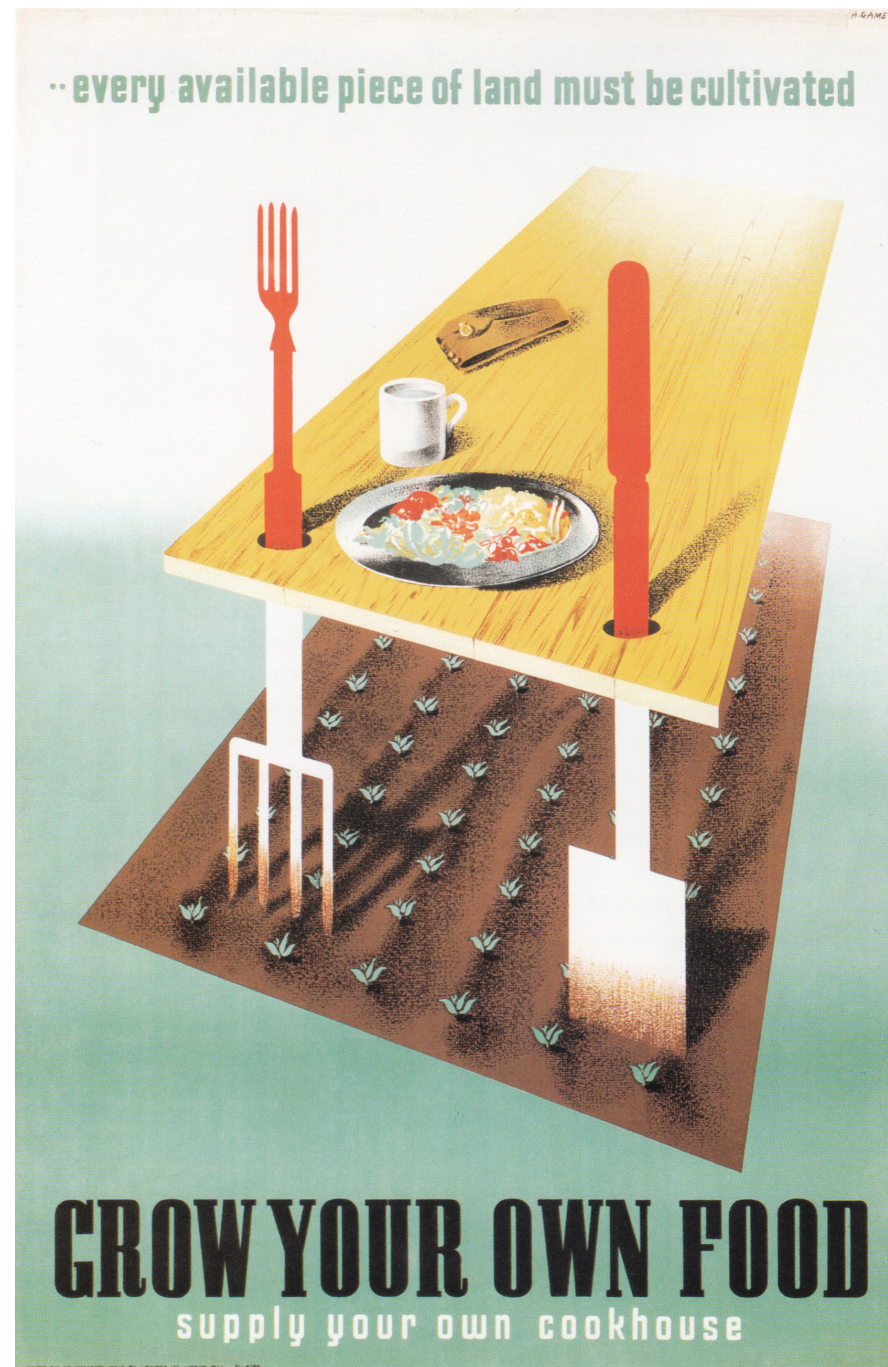
ABRAM GAMES

FHK HENRION GERMAN EMIGRE

HANS SCHLEGER (ZÉRO) GERMAN EMIGRE

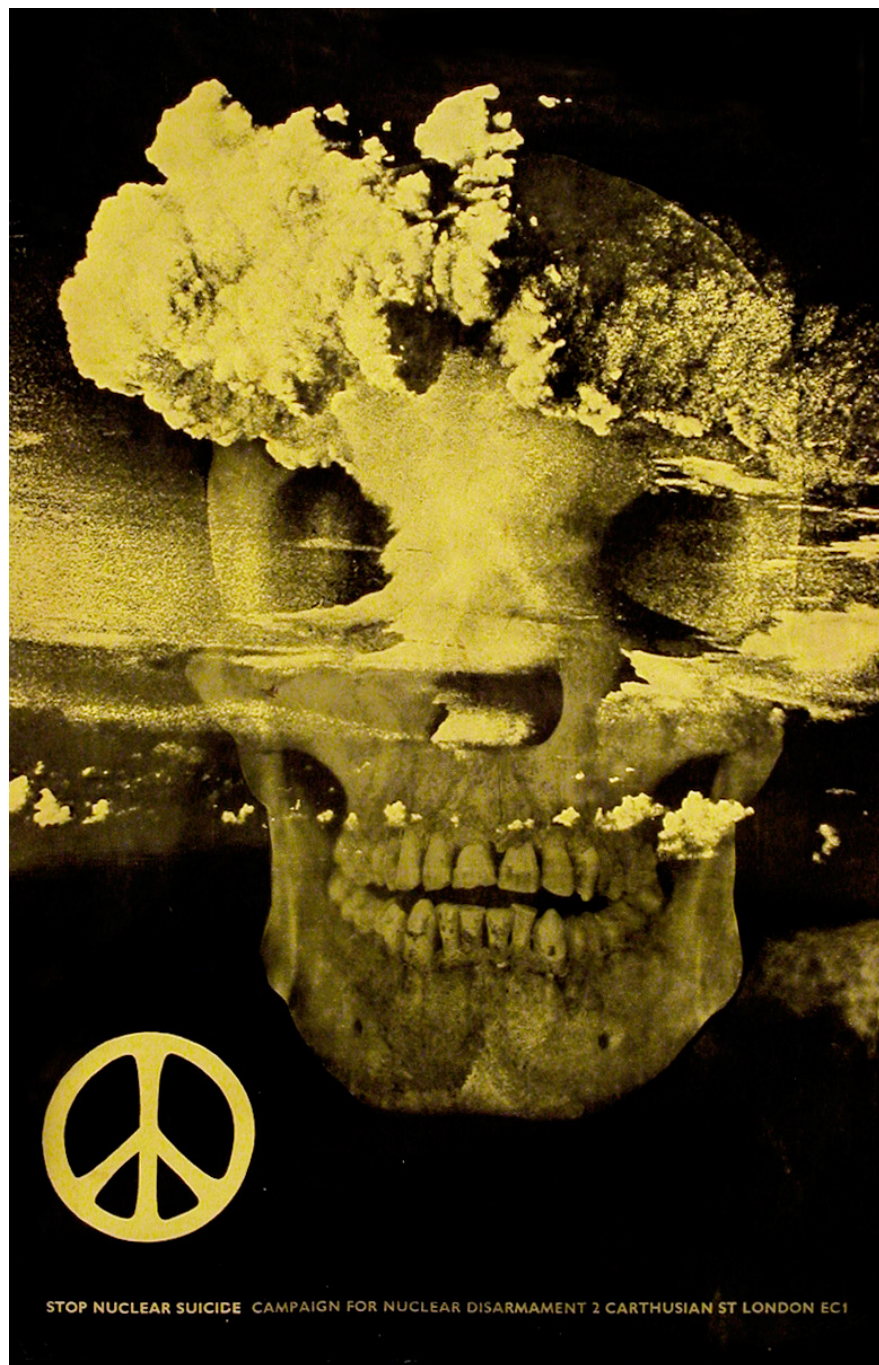
I wind the spring and the public,
in looking at the poster,
will have that spring released in its mind.

ABRAM GAMES



Games would fill a layout pad with up to thirty ideas for an image, most commonly elements from two of these sketches would be combined to produce a third image.

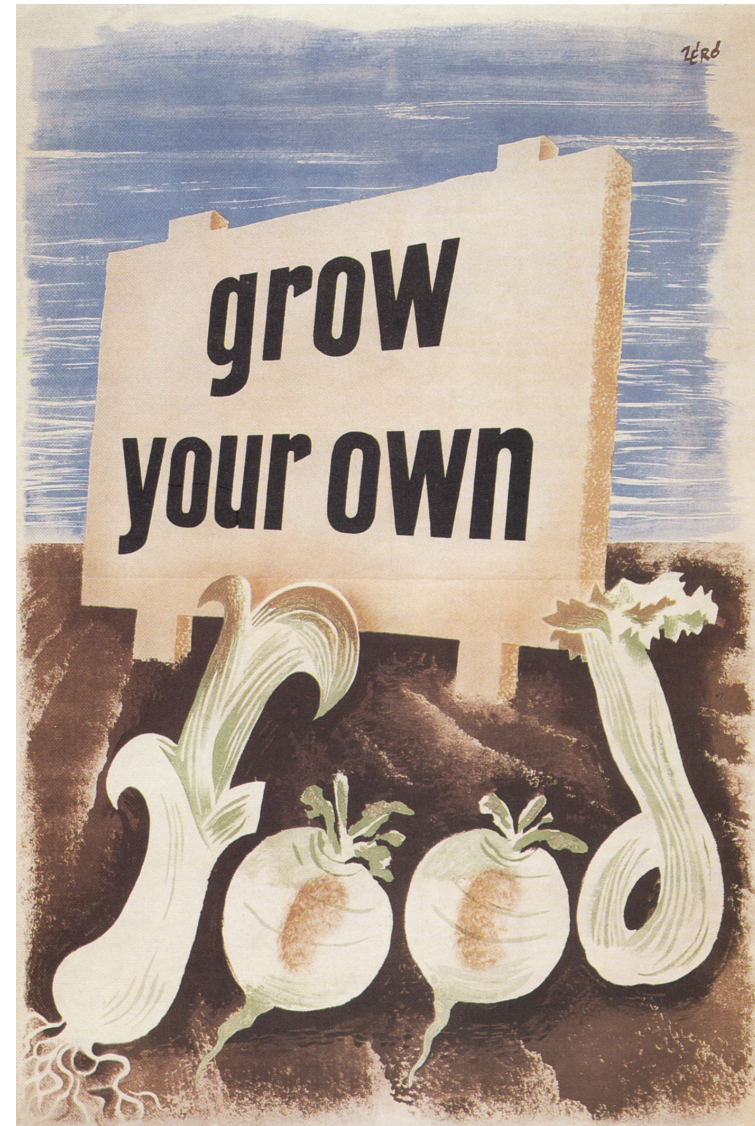
CATHERINE MORIARTY



STOP NUCLEAR SUICIDE CAMPAIGN FOR NUCLEAR DISARMAMENT 2 CARTHUSIAN ST LONDON EC1

We seem to be working for many different clients doing many different things, wouldn't it make more sense to have fewer clients and be in charge of all their physical manifestations?

FHK HENRION



The difficulty of interpreting a large organisation is its impersonal character, people are understandably afraid of it. Everyone wants to be treated in a personal way, customers, clients, and housewives...

they all want to be given a special service and thought of as individuals.

ZÉRO