



Poster No 525 The Deconstruction of the Contemporary Poster

Taking 523 posters found in the streets, graphic designers René Put (1962) and Rianne Petter (1975) carefully studied and deconstructed their composition, investigating and isolating certain elements and reassembling them into a brand new poster. Poster No. 524 presents their researches, revealing how a creative process unfolds, how art operates in public spaces and how one goes about creating a visual identity. Offering a history of poster design since 1900, Poster No. 524 is a how-to manual that will allow even novices to make their way into the world of poster design, giving step-by-step insight into how one makes a poster effectively communicate. This book will be an engaging tool for both students and professionals seeking to analyze and construct the framework and creative space of a poster. Edited by Rianne Petter, René Put.

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