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## Michael Engelmann: Poster Collection 10

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**From Lars Muller Verlag : Michael Engelmann: Poster Collection 10** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Michael Engelmann: Poster Collection 10:

0 of 0 people found the following review helpful. Five Stars By Benjamin Neuhartnice poster collection

Straightforward photography, a restrained color scheme, simple texts set in a functional typeface: these are the formal elements that German graphic designer Michael Engelmann drew on to create an unmistakable pictorial language for posters, Engelmann came to advertising self-taught. In the 1950s, he set about expunging any trace of empty bourgeois enthusiasm for advertising by applying a strictly conceptual working approach. In his posters for Pirelli, "The Philadelphia Enquirer, Renault, or Roth Handle, images and ideas came together in a way as simple as it was compelling, creating signs of great associative force. His was a highly regarded contribution to graphic design's

breakthrough into the age of mass communication; it introduced wit and a sense of using resources economically.  
"Poster Collection 10 brings together numerous posters created by Engelmann, who died prematurely at the age of 38.