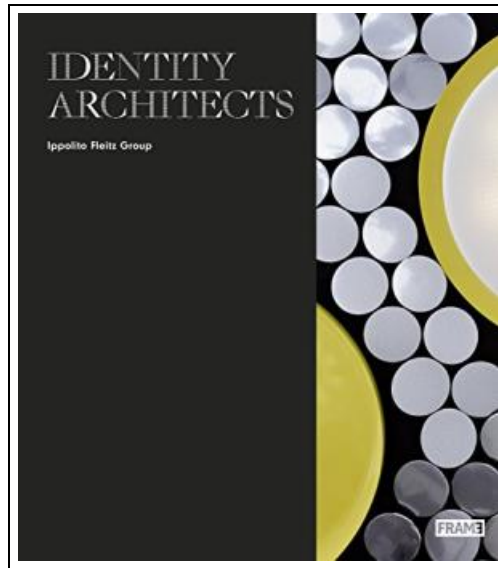


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IDENTITY ARCHITECTS: IPPOLITO FLEITZ GROUP (HARDBACK)



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Frame Publishers BV, Netherlands, 2017. Hardback. Condition: New. Language: English . Brand New Book. Peter Ippolito and Gunter Fleitz are the Identity Architects mentioned in the title of this book - founders of Ippolito Fleitz Group and creators of thousands of inspiring design projects across the globe. Detailed in this monograph is a profound overview of the Stuttgart-based designers, showcasing the various creative fields in which the studio operates, which include numerous sectors of interior design to product and furniture design, as well as branding and communications. The approach that is typical for the IF Group s way of working is a very individual one, reacting in a highly creative way to the given architectural spaces and their functions. The result is not a trademark style, but a process of precisely building or strengthening a brand by way of visualising and transforming the client s identity using colour and light, as well as classic and new materials in innovative and surprising way. Designs tinged with humour also evidence a sense of tradition in the decorative elements used, sparking memories and emotions in the people who enter the rooms and buildings that have been designed by the studio. The book focuses on award-winning projects and gives an in-depth look at each sector, demonstrating the studio s strengths and inspirational vision. By explaining the design processes for creating interior architecture, it is a vital book for anyone in the design industry, from interior designer to manufacturer, and from architect to space designer, as well as students, agencies and professionals in the whole design sector.

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