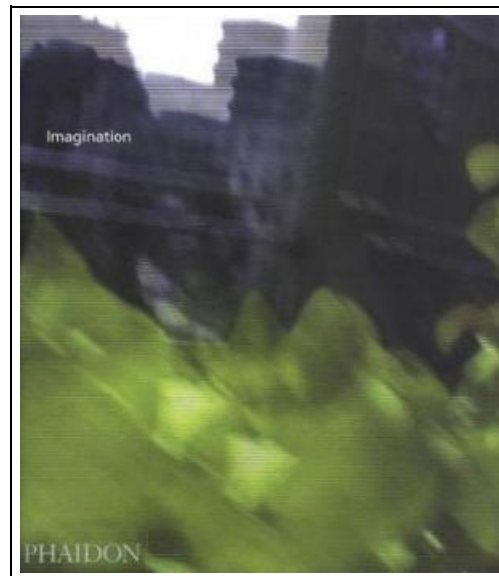


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Phaidon Press Ltd, United Kingdom, 2007. Paperback. Condition: New. New edition. Language: English . Brand New Book. The communications and design agency Imagination was founded by Gary Withers in 1978. It now has almost 500 staff, based in London, Hong Kong and New York, who practise a wide range of disciplines, from architecture, interiors, lighting and acoustics to graphics, film and digital media. Often dealing with high-profile theatrical events, Imagination s projects are sophisticated and highly orchestrated. This book features over 30 projects organized into thematic chapters reflecting their aims: to inform, entertain, inspire, persuade and amaze. Projects include the exhibition Dinosaurs at the Natural History Museum, London (1992), the Talk and Journey zones at the Millennium Dome (1999), The Aurora Centre, Berlin (1998) and the Guinness Storehouse, Dublin (2000). An introduction by design critic Stephen Bayley assesses the significance of Imagination s approach to communication, while perspectives from Mike Davies of the Richard Rogers Partnership, Sean Perkins of North, architect Lorenzo Apicella, Ian Liddell of Buro Happold and J Mays, Vice President, Design, Ford Motor Company, provide insights into the work and culture of Imagination. An extensive interview with Gary Withers, illustrated with over 350 projects from the course of Imagination s history, further explains the evolution of this unique company.

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