

# Sampler

## Contemporary Music Graphics

*Sampler* features the best graphics from the contemporary music scene – one of the principal arenas of experimental graphic design. Since the mid-fifties the album cover has provided a unique outlet for radical visual expression, and designers working in music packaging have enjoyed an authorial freedom rarely found elsewhere. In recent years revolutionary visual ideas first expressed on record covers have seeped into the mainstream, into advertising, packaging, corporate communications and television graphics. *Sampler* demonstrates that a new vernacular is emerging from within music graphics which challenges the sanitized blandness of much contemporary design.

Freeze-framing work from the most innovative designers, *Sampler* features recent CD covers and record sleeves from a wide spectrum of record labels, as well as the promotional packaging that rarely travels beyond the confines of the record industry. It shows that the 12" vinyl record is far from dead, its large canvas still an outlet for innovative visual material. It shows designers exploring alternatives to the perspex CD jewel case and looks inside the packaging at booklets, labels and inserts.

Included in the book is the work of leading graphic designers from Europe and the USA, such as Peter Saville, Vaughan Oliver, Tomato, Fuel, Designers Republic and Stefan Sagmeister. Small bands of visionaries working for underground labels in London, Paris, Zurich and New York are also included. An introduction traces the highs and lows of sleeve design in the last thirty years and considers the future of sleeve art as it faces up to the threat posed by new, ever smaller formats and the advance of online music.

*Sampler* is an invaluable reference source for designers and those engaged in visual communication, as well as appealing to anyone within the record industry and to music fans worldwide.

The London based design practice Intro has designed record covers and directed music videos for a diverse list of musicians and labels, including Primal Scream, Depeche Mode, Roni Size, Talvin Singh, Stereolab, Barry Adamson and Can. The company won 'Best Design Team' and 'Best Album Design' at the Music Week Creative and Design Awards 1998. Intro also works for many of the leading International advertising agencies. Intro Creative Director Adrian Shaughnessy has written on sleeve design for *Creative Review* and *Eye* magazine.

With 320 colour illustrations.

