



Fresh Dialogue 1, New Voices in Graphic Design

AIGA New York Chapter

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Each year, the New York chapter of the American Institute of Graphic Arts shines the spotlight on a few emerging geniuses and invites them to speak on what tomorrow holds for graphic design. Begun in 1983, the Fresh Dialogue lectures have introduced such luminaries as Jonathan Hoeffler, Tibor Kalman, Jennifer Morla, Chip Kidd, and Stefan Sagmeister to the design community. This new series of books will document the Fresh Dialogue presentations, creating a compendium of the field's most talented graphic artists.?

In 1999, the AIGA invited Nicholas Blechman, Christoph Niemann, and Paul Sahre to present their work through an informal conversation about their design ideas and practices. This book presents the results of their collaboration by weaving together images and anecdotes about the artistic process, their interrelated careers, and their work with clients and other designers.

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