



Make The Logo Bigger - Heads Collective

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HEADS Collective is a collective of creative professionals coming from different cultural backgrounds that researches and develops projects on the crossover of art, visual communication, design, video, illustration, photography, and music. 'Make the Logo Bigger' is the volume that tells their story, putting together a gallery with ten years of projects. What does it mean to be a graphic designer today, in a world where everyone can improvise creativity? Their way of intending the collaborations, and all those times when they were told to make the "red a little less red" and of course, the logo a little bit bigger. 772 pages of campaigns, shots, words, and creativity, with a final section that explains in short every project.

772 p, ill's colour, 15 x 23 cm, pb, Italian/English

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