

图书基本信息

书名：<<B Communicates商业广告设计>>

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内容概要

Description: B Communicates presents the work that the Barcelona City Council has carried out over the past four years in the communication sphere. It is a comprehensive, informative, and entertaining full-color compilation of all of Barcelona's publicity campaigns (postcards, billboards, television ads, posters) that were sponsored and promoted by its council: a compendium of experiences of shared involvement, and a presentation of creativity and imagination. Here is the graphic history of a diverse, caring, festive, and dynamic city. The complicity between the city and the municipality are such that, since democracy was declared in 1979, it has been impossible to cut these relations; thus the affirmation of Barcelona in the media is, for its inhabitants, akin to the affirmation that the city is, indeed, independent and unique.

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