

ALEXEY
BRODOVITCH

Stefan Sagmeister

alexey
bro.dov
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Stefan
Sagmeister



I have compared Alexey Brodovitch (1898-1972), and Stefan Sagmeister (1962-on going) who have lived different eras.

The two designers were born in different places and different times, but they both show a very genius common talent. They were both known for their excellence in work. They were loved by many, for their beautiful and fresh commerce. Alexey and Stefan shows very creative and passionate sides in their designs that resembles.

Challenge and fresh are words that can exactly describe them, always trying to create new works. Thinking outside the box, never aimed on common works but more of the unique colors they can both portray. The most common design is that they both use typography. Their works are very straight forward with what they want to show. Typography of these works are concise, but gives a very strong impact. Not only do they lay out exact designs, but a bit of humor is add onto it.

At these pieces, I also think that they put a lot of meaning into the design. Alexey and Stefan is very similar, but they also seem a bit different in what they portray; which is why they give me more motivation in graphic.



Alexey's

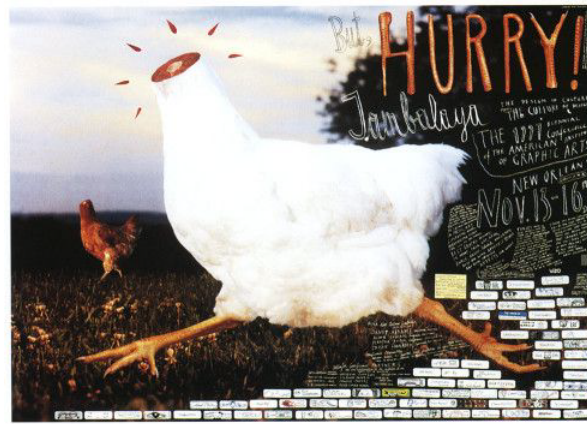


Stefan's

*Alexey's Left.
Stefan's Right.*

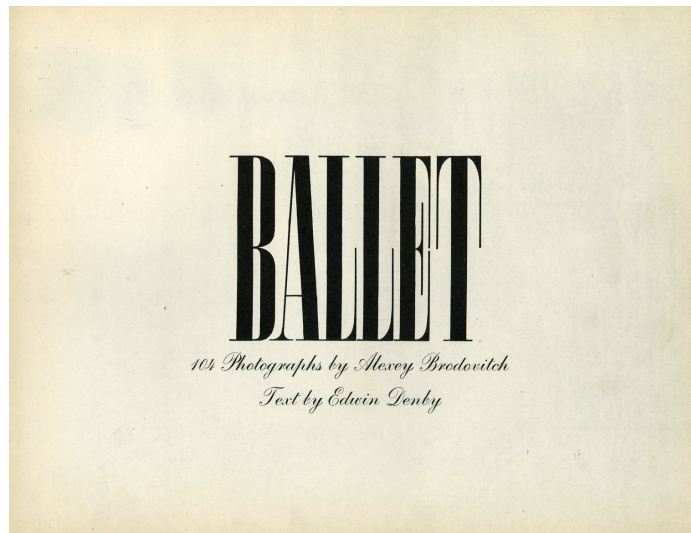


Shape & Point



Similar Type Styles

Typography





Alexey's



Stefan's

Alexey is a designer from Russia and Stefan is a Australian designer. The main difference in their design is that Alexey's design portrays more of picture images, rather Stefan shows a design of either more earthy topics. Alexey is more of a succinct designer on his work, where Stefan is more of a natural and nature based designer. It is easy to approach and understand Alexey's designs, but the work of Stephan gives a hard impact which only some can approach. Alexey always shows a very modern and stable piece, on the other side Stefan is always trying to think outside the box. More illustration and created work is shown in Alexey's ,but Stefan creates pieces using his body or face to create the work. Contrasting to one where it is easy to look into, but one makes you think deeply about it. Alexey piece is more plane rather Stefan never touches the side of usual. Alexey is more contempt and Stefan is more about the future. Alexey creates art with more of whites and blanks , contrasting Stefan where no blankness is shown. Alexey is more of a refined designer showing his charm, and Stefan is rather more untouchable. Text type and plainness is made in the works of Alexey, objects are very well used in Stefan's piece. Alexey portrays unconsciousness world, where Stefan shows more of his very chosen color. I considered myself as a more modernistic person, but through the research I have found the inspirational and attractiveness in Stefan's work.