



ADC Buch 2000 - German Art Directors Club Annual

Stefan Zschaler, Hermann Waterkamp, Dirk Linde

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Working BY the maxim "simply the best", the ADC Book 2000 presents the most outstanding examples of advertising produced in Germany over the past year. Totally revamped by designers Stefan Zschaler, Hermann Waterkamp and Dirk Linde, this year's edition, with its flashy new layout and illustrative concept, is a minor work of art. But despite the book's new look the stars remain the outstanding pieces of artwork featured within. All have won either a gold, silver or bronze award in Berlin and each piece possesses a sharp creative edge. ADC Buch 2000 is living proof that German advertising and the creative minds behind it have both a biting sense of humor and the occasional penchant for a bit of monkey business. Anyone interested in staying ahead of global trends will want a copy of this superb annual.

In German



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