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Maximage Jan Tschichold award 2020

Maximage is a Swiss design studio founded in 2009 by David Keshavjee (b. 1985) and Julien Tavelli (b. 1984). Based in Geneva, Zurich and Paris, Maximage works alone or in collaboration to create visual identities and digital solutions, books, posters and typefaces.

Maximage questions tools and technologies, opening up new perspectives on contemporary means of production. Its areas of particular interest include typeface design, offset printing and the creation of colour profiles. This research is applied to the development of tools for graphic designers, artists, photographers and printers. The jury's choice of Maximage to receive the Jan Tschichold Award recognises the influence these tools have exerted on the graphic design landscape over recent years.