



## **Palette: 04: Neon - New Fluorescent Graphics (Palette Series)**

*By Viction: ary*



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Please note: this item will come in one of three alternate cover colors (green, orange or pink).

This fourth volume in the Palette series examines the brightest palette yet - neon. Though there were earlier appearances, notably the paintings of Andy Warhol, neon hit its stride in the 1980s - appropriated as an aesthetic of the punk rock movement for its boldness. While trends in art and design are often cyclical through time, they are also capable of lateral transmission, readily informing other design disciplines upon their reappearance. Embraced anew by contemporary fashionistas, neon has experienced a marked comeback in the hands of designers. Encompassing all aspects of design from fashion and graphic to product, furniture, and interior, this title comes in three alternate neon covers: green, pink, and orange.



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