

LOGOBOOK BY LUDOVIC HOUPLAIN

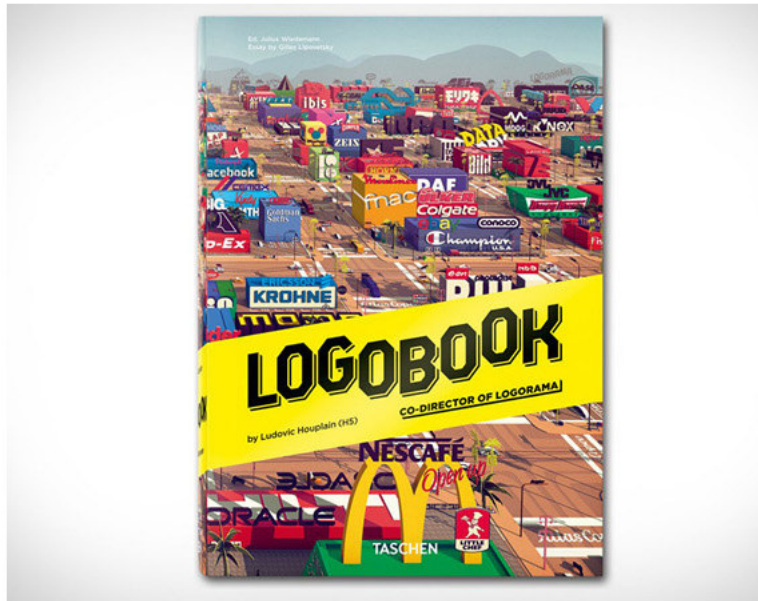
By John - May 13th, 2013

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Born out of the 2009 Academy Award-winning animated short "Logorama," *Logobook* is a massive tome authored by the film's co-director, Ludovic Houplain, compiling 7,000 logos from past and present. The logos are selected from a database of over 40,000 specimens, collected by Houplain as part of an extended year-long project, and indexed alphabetically with information describing the company and category, plus year and country of origin. The 800-page volume also features an introduction from Houplain, who details the creative process that resulted in "Logorama," as well as a critical essay on our hyper-consumer culture by French philosopher Gilles Lipovetsky. *Logobook* is available now at [Amazon](#).

