

# ABRAM GAMES



1914-1996

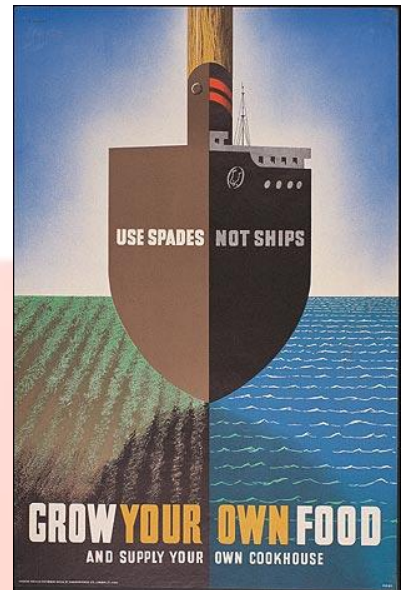
Abram Games was one of the world's greatest graphic designers. His work is now a fascinating record of social history. For over 60 years he produced some of Britain's most iconic images including designs for stamps, book jackets and royal emblems.

During the Second World War he became the official war poster artist

and he designed over 100 posters.

He said "I never work large as posters seen from a distance appear small. " If his designs didn't work as small thumbnails he would not go ahead with them.

His ideas about graphic design were based on his philosophy "maximum meaning, minimum means". This meant that he kept his ideas very simple.



Although Abram Games' career coincided with the end of his original trade as a graphic artist, as the promotional power of posters lost importance in the face of television and colour supplements, he remained productive for many years.

