



DAMAGE YOUR PRODUCT'S HEALTH.

CREATIVE REVIEW MAY 1980

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CREATIVE REVIEW

It is a curious fact that although the commercial creative world supports a great many awards schemes and possesses, in the Design and Art Directors Annual, a superb catalogue of the year's best advertising, illustration, packaging and graphic design, there is no magazine devoted to the critical discussion of such work. It is in the belief that there is a need for such a magazine, not only among creative people themselves but also among those who employ and supply them, that we have launched the Creative Review. (We regard it as a happy omen that the advertising agencies' Creative Circle, fired by a similar belief, is currently being revitalised, and we shall be recording some of its events in future issues.)

The calibre of our contributors may be judged from the names below. All are highly respected in their fields; many of their views are provocative. Much of what they have to say is critical of current standards of creative work. We hope that the debates initiated here will be continued in future issues, in the letters pages as well as in the reviews. In addition to the critiques, however, we shall be covering all aspects of creative work: personalities, techniques and influences. ▶page 59

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