



# Studio Culture: The Secret Life of a Graphic Design Studio

*Adrian Shaughnessy, Tony Brook*

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It's a rare graphic designer who hasn't contemplated setting up his or her own studio. It's part of a designer's DNA to want to own and run a studio. Many do, while others spend a lifetime wondering if they should. But where does the ambitious designer go for advice and guidance?

Who better than the founders of some of the best design studios in the world?

Tony Brook and Adrian Shaughnessy conduct penetrating interviews with a group of visionary graphic designers who have formed and run landmark international design studios. In a series of candid and revealing interviews, many of the leading figures in contemporary graphic design reveal the secrets behind creating a vibrant studio culture.

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