



Cato Design

Ken Cato, Leigh Cato

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Australian designer Ken Cato has gained notoriety as a leading figure on the visual communication scene today. His work is admired for its striking originality and dynamism, and has appeared in almost every journal and design magazine around the world, featured in exhibitions in more than 25 countries, and has won numerous design awards over the past two decades. His company, Cato Design Inc, the largest design company in the southern hemisphere, is highly successful in all areas of visual communication including graphics, corporate identity programmes, interior and environmental design. This specially designed book is a tribute to Cato's most recent work. From poster, book and magazine design to sculpture, and his design for the massive neon ceiling for World Expo '88, Cato's work demonstrates a holistic approach, a unique design philosophy both positive and forward-looking which has been the key to his considerable success. Cato outlines this philosophy in this text, looking back over his career to reflect on personal development and achievement, and setting himself in the context of Australia's design tradition.

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