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The World of 100 Postcards

Toby Ng

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The World of 100 Postcards

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The World of 100 Postcards Toby Ng
This is a book about you. Despite thousands of differences you can pick from your next, unfortunately you can't escape from identifying yourself being a member of the world. Agree? Well then, better face it than running away. In 2008, designer Toby Ng gathered statistics about the spread of the world population and turned the numbers into a series of 20 posters - The World of 100, putting forth this question: If the world were a village of 100 people, how would the composition be? Not surprising that the series has gained applause and recognition around the world, including the red dot award: communication design 2009. Revisiting the world in 2011, having new figures and insights to the everchanging world, Ng is making the design more accessible to many - isn't it hard to resist mailing and showing your beloved ones the village we are living in? Not only is this book a collection of the award-winning design, these postcards also connect you with other villagers.

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