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**Sinopsis**

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The Czech graphic design studio Najbrt has carved out an extraordinary spot in its home market: total ubiquity. Founder and principal Ales Najbrt designs books (Czech100 Design Icons), magazines (Raut), dinner plates (with abstract calligraphic motifs), sporting equipment (LTB's camouflage snowboard), clothes (racing stripe hat, scarf and satin boxers) and posters (including one for his own work). Featuring 1,280 color images, this collection of Najbrt and his compatriots' lively, bright and colorful work pulls together a wide range of corporate commissions, book designs, exhibition projects and other innovative work. It is introduced by the pioneering design critic Rick Poynor, and features a profile of Studio Najbrt by the designer and design journalist Alan Zaruba, editor of the volume, and an interview with Ales Najbrt himself. An instant collector's item, it is designed with a Lotto-style silver "scratch-off" cover.