

THE man-made

# OBJECT

Christopher Alexander

Dore Ashton

Michael J. Blee

Marcel Breuer

Theodore M. Brown

Francoise Choay

Gillo Dorfles

Kazuhiko Egawa

Joan M. Erikson

Jean Helion

Marshall McLuhan

Herbert Read

Leonardo Ricci

Henry S. Stone, Jr

Frederick S. Wright



# SIGN IMAGE SYMBOL

Rudolf Arnheim  
Saul Bass  
Ludwig von Bertalanffy  
John E. Burchard  
Edmund Carpenter  
Henry Dreyfuss  
Heinz von Foerster  
Lawrence K. Frank  
James J. Gibson  
S. Giedion  
J.P. Hodin  
Abraham H. Maslow  
P.A. Michelis  
Rudolf Modley  
Robert Osborn  
Ad Reinhart  
Paul Riesman  
Ernesto N. Rogers  
Werner Schmalenbach



# STRUCTURE -TURE IN ART & IN SCIENCE

Max Bill

Jacob Bronowski

R. Buckminster Fuller

Richard Held

H.L.C. Jaffe

Richard Lippold

F. Maki & M. Ohtaka

Pier Luigi Nervi

I.A. Richards

Eduard F. Sekler

Cyril Stanley Smith

Alison & Peter Smithson

Margit Ataber

Lancelot L. Whyte

# VISION

THE EDUCATION OF

# N

Rudolf Arnheim

Mirko Basaldella

Julian Beinart

Will Burtin

Anton Ehrenzweig

William J.J. Gordon

Bartlett H Hayes, Jr

Gerald Holron

Johannes Itten

Tomas Maldonado

Wolfgang Metzger

Robert Preusser

Paul Rand

Robert Jay Wolff