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Swiss Graphic Design By Richard

Swiss graphic design and “the Swiss Style are crucial elements in the history of modernism. During the 1920s and 30s, skills traditionally associated with Swiss industry, particularly pharmaceuticals and mechanical engineering, were matched by those of the country's graphic designers, who produced their advertising and technical literature.

Swiss Graphic Design: The Origins and Growth of an ...

Shelves: graphic-design “Out went symmetry, ornament and drawn illustration; in came white space, plain letterforms and photographs,” Richard Hollis writes in his insightful book that examines the progression of Swiss style

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dating from 1920s.

Swiss Graphic Design: The Origins and Growth of an ...

Written by noted design authority Richard Hollis, this lavishly illustrated volume looks at the uniquely clear graphic language developed by such Swiss designers as Theo Ballmer, Max Bill, Adrian Frutiger, Karl Gerstner, Armin Hoffman, Ernst Keller, Herbert Matter, Josef Müller-Brockmann, and Jan Tschichold.

Swiss Graphic Design | Yale University Press

In his preface, Richard Hollis recalls the train station in Zurich, where he first saw an avant-garde image that was Swiss design. He includes a photo and we see the novelty he sensed in 1958 from the large-scale, black-and-white images, heads cropped off the top, flanking sans serif type.

Swiss Graphic Design |

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Communication Arts

They chose photographic images rather than illustration, and typefaces that were industrial-looking rather than those designed for books. Written by noted design authority Richard Hollis, this lavishly illustrated volume looks at the uniquely clear graphic language developed by such Swiss designers as Theo Ballmer, Max Bill, Adrian Frutiger, Karl Gerstner, Armin Hoffman, Ernst Keller, Herbert Matter, Josef Muller-Brockmann, and Jan Tschichold.

Swiss Graphic Design: The Origins and Growth of an ...

Swiss Graphic Design: The Origins and Growth of an International Style 1920-1965, by Richard Hollis gives the first comprehensive account of the development of the Swiss Style.

A presentation by Richard Hollis Swiss Graphic Design: The ...

Buy Swiss Graphic Design: The Origins and Growth of an International Style

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1920-1965 New edition by Hollis, Richard (ISBN: 9781856694872) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

Swiss Graphic Design: The Origins and Growth of an ...

Swiss graphic design This edition published in 2000 by Die Gestalten Verlag in Berlin. Edition Notes English and German. Includes bibliographical references (p. 32) and indexes.

Classifications Library of Congress NC998.6.S9 S937 2000 The Physical Object Pagination 214 p. : Number of pages 214 ID Numbers ...

Swiss graphic design (2000 edition) | Open Library

His Graphic Design. A Concise History was published in 2001, [5] and Swiss Graphic Design: The Origins and Growth of an International Style, 1920-1965 in 2006. [6] Hollis's body of work consistently suggests a strong

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connection between graphic design and the cultural and social conditions that inspire it.

Richard Hollis - Wikipedia

His teachings mark the beginning of the grid systems for which Swiss Style is known, and his belief that design should adapt to content placed focus on the importance of typefaces. Little did Keller know, some of his students would become the forefront runners in the creation of the International Typographic Style movement.

Swiss Style: The Principles, the Typefaces & the Designers

Born in 1914, Müller-Brockmann was a leading theorist and practitioner of the renowned Swiss graphic design movement, also called 'International Style'. He worked as a graphic designer from 1952 and taught between 1957 and 1960 at the Kunstgewerbeschule (the design and art school) in Zurich.

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Swiss Star | Grafik

graphic design language. It is essential reading for design students, or anyone interested in Swiss graphic design and its larger effects on the discipline worldwide. It is a salient contribution to the development of graphic design history as a scholarly discipline, and a comprehensive account of a period of significant artistic creativity.

Mapping the Grid of Swiss Graphic Design: A review of 100 ...

Richard Hollis is to be congratulated on writing and designing a book that will surely be regarded as the definitive study about the origins of the Swiss Style. ... with countless full colour reproductions of some of the seminal works in the development of Swiss graphic design. It is well laid out, and with large margins which hold thousands of ...

Amazon.com: Customer reviews: Swiss Graphic Design: The ...

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Swiss Graphic Design: The Origins and Growth of an International Style 1920-1965 Intentionally displaying a sub-Swiss style, all the type is in variations of Univers. The book was initiated by the design writer Rick Poynor, to be part of a series on the history of graphic design in various countries.

Swiss Graphic Design: The Origins and Growth of an ...

Written by noted design authority Richard Hollis, this lavishly illustrated volume looks at the uniquely clear graphic language developed by such Swiss designers as Theo Ballmer, Max Bill, Adrian Frutiger, Karl Gerstner, Armin Hoffman, Ernst Keller, Herbert Matter, Josef Müller-Brockmann, and Jan Tschichold.

Swiss Graphic Design | Designers & Books

Richard Paul Lohse (September 13, 1902 – September 16, 1988) was a Swiss painter and graphic artist and one of the

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main representatives of the concrete and constructive art movements. Lohse was born in Zürich in 1902. His wish to study in Paris was thwarted due to his difficult economic circumstances.

Richard Paul Lohse - Wikipedia

By Richard Lohse,1960s, Wohnbedarf.
Richard Paul Lohse (September 13, 1902, Zurich - September 16, 1988, Zurich) was a painter, graphic artist book designer and was co-founder of the Allianz association of Swiss modern artists, focusing on concrete and constructive art. As an autodidact, Lohse painted expressive, late cubist still lifes.

55 Best Richard Paul Lohse images | International ...

Richard Lohse (1902-1988) was a Swiss painter and graphic artist and one of the main representatives of concrete and constructive art. In the 1930s. His work as a graphic artist and book designer puts him among the pioneers of modern Swiss graphic design.

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