

Swiss Graphic Design By Richard Hollis

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Swiss Graphic Design By Richard

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 Müller-Brockmann, and Jan Tschichold.

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

“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 dating from 1920s. Many theories (honest representation) and principles (grid systems) are still applicable

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to today's design.

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

Richard Hollis' *Swiss Graphic Design: The Origins and Growth of an International Style, 1920-1965* and other recent surveys credit Geigy, but include relatively few examples of the firm's output; this may be because the materials it produced were addressed to specialized audiences in medicine, agriculture, etc. This book, which complements a Zurich exhibition I would have given anything to see, rectifies this matter considerably.

Corporate Diversity: Swiss Graphic Design and Advertising ...

Swiss Graphic Design / Richard Hollis Laurence King Publishing. London. 2006. Paperback. 272pp, 750 illustrations. Originating in Russia, Germany, and The Netherlands in the 1920s, Modernist graphic design and typography found a firm foothold in Switzerland. By the 1950s, Swit

baselinestore.com — Swiss Graphic Design / Richard Hollis

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 | Communication Arts

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...

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. Originating in Russia, Germany and The Netherlands in the 1920s, stimulated by the artistic avant-garde and alongside the International Style in architecture, Modernist graphic design and typography found

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a firm foothold in Switzerland before and after the Second World War.

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

Swiss Graphic Design: The Origins and Growth of an International Style. By Richard Hollis. (Yale University Press, 2006. 260 pp.). The book Swiss Graphic Design written by Richard Hollis is about the growth and expansion of Swiss design, not only across Europe, but internationally. In Hollis' book, he aims to inform the reader about "...those who formed the style, the ideas that influenced them and the successive generations who were attracted to a radical progressive movement ...

Swiss Graphic Design | 'Course Design Matters

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

In Swiss Graphic Design: The Origins and Growth of an International Style 1920-1965, Richard Hollis has made one of the first attempts in English to map the development and application of this language.

Eye Magazine | Review | The birth of Swiss graphic design

100 Magical Examples of Swiss Graphic Design. Last Updated on January 15, 2020. The Swiss Style has taken over the design world, creeping into our daily lives without warning. Some people actually call it International Style, and once you find out where the Swiss Style comes from, the alternate name makes complete sense. ...

100 Magical Examples of Swiss Graphic Design - Inspirationfeed

Author:Hollis, Richard. Swiss Graphic Design: The Origins and Growth of an International Style 1920-1965. Each month we recycle over 2.3 million books, saving over 12,500 tonnes of books a year from going straight into landfill sites.

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

He also co-founded the School of Design at West of England College of Art. His Graphic Design. A Concise History was published in 2001, and Swiss Graphic Design: The Origins and Growth of an International Style, 1920-1965 in 2006.

Richard Hollis - Wikipedia

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...

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

Richard Hollis is a graphic designer and scholar of design. His previous books include Graphic Design: A Concise History (2002). " Swiss Graphic Design showcases the Swiss style as captured in a wide range of media from 1920 to 1965, and its last chapter takes a look at how it came to be accepted internationally and is still emulated today.

Swiss Graphic Design | Yale University Press

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

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 Poyner, to be part of a series on the history of graphic design in various countries.

Swiss Graphic Design: The Origins and ... - Richard Hollis

100 Years of Swiss Graphic Design was published to celebrate this event; yet this book is much more than a reflection of the Institution's collections. It is divided into eleven plentifully illustrated thematic sections (Poster, Typo-Graphics, Photo-

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Graphics, Swiss Style, Signs and Symbols, Corporate Design, Advertising, Public Affairs, Type, Editorial Design and Blurring Boundaries), with comprehensive contributions by the editors plus Richard Hollis, Roxane Jubert and François Rappo.

Eye Magazine | Review | Unpredictable Swiss design

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.

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