SWISS INTERNATIONAL DESIGN:

Poster 1 (red/black/grey)
meat puppets

with firehose and scratch acid | at the roxy theatre 9009 sunset / west hollywood | sunday, august 17 1986 full bar with proper i.d. / all ages

Poster 2 (yellow — Die Neue Grafik Design)
Ruffhaus

Die Neue Grafik Design

The Bauhaus
Swiss Modernism
Swiss Graphic Design
The International Typographic Style
Russian Constructivism
Typography
Illustration

The Bauhaus 1919 - 1933

Bauhaus, was a school in Germany that combined crafts and the fine arts, and was famous for the approach to design that it published and taught. It operated from 1919 to 1933. At that time the German term Bauhaus, literally "house of construction" stood for "School of Building". The Bauhaus school was founded by Walter Gropius in Weimar. In spite of its name, and the fact that its founder was an architect, the Bauhaus did not have an architecture department during the first years of its existence. Nonetheless it was founded with the idea of creating a 'total' work of art in which all arts, including architecture would eventually be brought together.

The Bauhaus style became one of the most influential currents in Modernist architecture and modern design. The Bauhaus had a profound influence upon subsequent developments in art, architecture, graphic design, interior design, industrial design, and typography.

The International Typographic Style / The Swiss Style

The International Typographic Style, also known as the Swiss Style, is a graphic design style developed in Switzerland in the 1950s that emphasize cleanliness, readability and objectivity. [1] Hallmarks of the style are asymmetric layouts, use of a grid, sans-serif typefaces like Akzidenz Grotesk, and flush left, ragged right text. The style is also associated with a preference for photography in place of illustrations or drawings. Many of the early International Typographic Style works featured typography as a primary design element in addition to its use in text, and it is for this that the style is named.

Swiss Graphic Design / Modernism

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. These pioneering graphic artists saw design as part of industrial production and searched for anonymous, objective visual communication. They chose photographic images rather than illustration, and typefaces that were industrial-looking rather than those designed for books.

Poster 3 (musica viva)
musica viva
winfried zillig
armin schibler
walther geiser
roberto gerhard

Poster 4 (the grid)
the grid

A modular system for the design and production of newspapers, magazines, and books.

Allen Hurlburt

Poster 5 (Swiss Design)
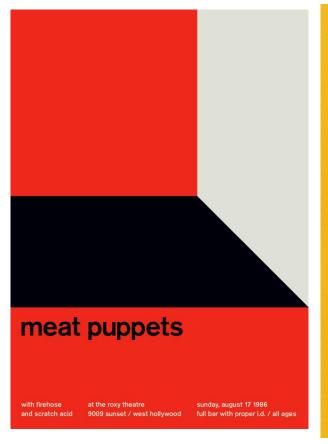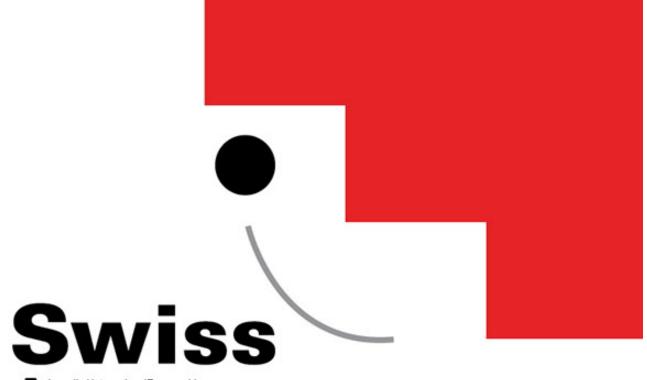Swiss

A lso called International Typographic Style or International Style. Began in Switzerland in the 1940s and 50s led by Josef Müller-Brockmann and Armin Hofmann. Favored Cleanliness, Readability, and Objectivity.
Design History

Josef Müller-Brockmann
The grid system is an aid, NOT a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice.

Josef Müller-Brockmann
Influenced by Constructivism, De Stijl, Suprematism, Bauhaus and other movements. Most well-known Swiss designer. Focused on the grid system (even wrote a book about it, Grid Systems in Graphic Design). Help spread the style overseas with a New Grpahic Design journal (Neue Grafik).
Print Magazine, Design History

Design

Univers
A sans-serif designed by Adrian Frutiger in 1954. Univers is a large family of different weights and widths along with oblique, bold, light, black, extended and condensed. Currently has 44 faces making it a diverse and face typeface to use.
History of Grpahic Design