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a lot of the original titles are fanfiction. Still, if you do a bit of digging around, you'll find some interesting stories.

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 ...

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. The series did not

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come to fruition, but the author continued with the book over a period of four or five years. This was partly in homage to designers he had met around 1960 in visits to Switzerland, many of them no longer alive.

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

Swiss Graphic Design: The Origins and Growth of an International Style, 1920-1965 by Hollis, Richard [Hardcover(2006/4/28)] Unknown Binding - April 28, 2005 4.3 out of 5 stars 17 ratings See all formats and editions Hide other formats and editions

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,

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Josef Mller-Brockmann, and Jan
Tschichold.

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

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

Swiss Graphic Design: The Origins and Growth of an International Style 1920-1965 by Richard Hollis. This book offers a rich and fascinating account of Swiss graphic design history, setting the stylistic developments into the social and cultural context of the times. The first truly comprehensive account of the origins and development of the 'Swiss' style, it includes an explanation of why

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Swiss graphic design looks the way it does by a leading graphics scholar.

Swiss Graphic Design By Richard Hollis | Used ...

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

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

“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

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Swiss style dating from 1920s. Many theories (honest representation) and principles (grid systems) are still applicable to today's design.

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

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 ...

Graphic designers hear the term Swiss Design all the time. Yet most of us, if asked to define it, could do no better than point to a rather vague, general gestalt: crisp, blocky layouts, a minimalist design ethos, and sans serif typefaces.

What Exactly Is Swiss Design,

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Anyway?

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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

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SWISS GRAPHIC DESIGN () /ANGLAIS By Richard Hollis ...

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

Richard Paul Lohse (1902-1988) was a Swiss painter and graphic artist and one of the main representatives of the concrete and constructive art. Please see his great graphics on the Board "Swiss Graphic Designs". Graphic Artist Social Art Hard Edge Painting Colorful Art Lovers Art Great Works Of Art Art Matters Graphic Poster Concrete Art.

30+ Graphics | Richard Paul Lohse

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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

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

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The movement began to coalesce after a periodical publication began in 1959

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titled New Graphic Design, which was edited by several influential designers who played major roles in the development of International Typographic Style.

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