

## Swiss Graphic Design By Richard Hollis

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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

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Swiss Graphic Design: The Origins and Growth of an International Style, 1920-1965 by Hollis, Richard [Hardcover(2006/4/28)] on Amazon.com. \*FREE\* shipping on qualifying offers. Swiss Graphic Design: The Origins and Growth of an International Style, 1920-1965 by Hollis, Richard [Hardcover(2006/4/28)]

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

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 ...

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 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 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 ...**

In 2015 six Swissted posters were chosen for Swiss Style, an exhibition at the Museum of Design, Zürich and are now archived in its permanent collection. In 2017 See Hear, a type-centric Swissted poster show, opened at the Type Directors Club. In 2018 a collection of Swissted prints were added to the permanent collection of the Poster House ...

### **About - Stereotype Design**

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, Anyway?**

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**

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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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 ...**

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 ideas | graphic, design ...**

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**

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**

These chief components of the Swiss style spread across the world and their influence is still seen today. 'Swiss Graphic Design' gives a rich and fascinating account of this key period in graphic design history, setting the stylistic developments into the social and cultural context of the times.