TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk



Herbert Matter

Visual Sensation

Edited by Jonas Berthod

Edited by Gilles Gavillet

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- Swiss-American designer and photographer Herbert Matter (1907–1984) is a leading figure in 20th-century graphic design
- This first new in-depth monograph in three decades offers a uniquely comprehensive survey of Herbert Matter's entire career and the full range of his multifaceted art
- Showcases the expanse of Herbert Matter's creativity that goes far beyond his iconic poster designs
- Highlights Herbert Matter's undogmatic artistic approach, which has lost none of its inspirational power for today's graphic designers
- Lavishly illustrated with reproductions of visual material from Herbert Matter's estate, most of which are published here for the first time ever

Herbert Matter (1907–1984) is a leading figure in 20th-century graphic design. Born in Switzerland and educated in Geneva and Paris, he lived in the United States from 1936, where he had a distinguished career as a designer, photographer, and educator. He created iconic posters, developed editorial designs for major magazines such as *Vogue* and *Harper's Bazaar*, and collaborated with great artists of his time, including Le Corbusier, Alberto Giacometti, and Alexander Calder.

Herbert Matter: Visual Sensation is heavily illustrated with some 500 mostly colour images of his works in all genres, sketches, and references—many of which have never been published before, and others featured in colour for the first time. The book, which emerged from an extensive research project at the École cantonale d'art de Lausanne (ECAL), reveals the expanse of Matter's creativity that goes far beyond his famous poster designs, highlighting in particular his photographic and cinematic work as well as his significance as an educator. It also offers a nuanced discourse on Matter's visual art by connecting with the cultural spheres of Switzerland, France, and America that shaped his personality.

Jonas Berthod is a design historian and author. He teaches and researches at École cantonale d'art de Lausanne (ECAL) and at London's Kingston School of Art. **Gilles Gavillet** is principal of Geneva-based graphic design studio Gavillet & Cie and founder of Optimo Type Foundry. He is also professor of graphic design at École cantonale d'art de Lausanne (ECAL).

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