



Swiss Graphic Design Histories

Legislation	Organization	Team	Regulation	Training
Apprenticeship	Legislation	Teaching	Ornament	Regulation
Training	Apprenticeship	Print	Graphic	Ornament
Regulation	Training	Education	Teaching	Graphic
Ornament	Regulation	Typography	Print	Teaching
Graphic	Ornament	Team	Education	Print
Teaching	Graphic	Education	Typography	Education
Print	Teaching	Typography	Team	Typography
Education	Print	Team	Organization	Team
Typography	Education	Organization	Design Promotion	Organization
Team	Typography	Studio	Catalogue	Studio
Organization	Team	Swiss Design	Legislation	Swiss Design
Studio	Organization	Awards	Apprenticeship	Awards
Swiss Design	Studio	Swiss Federal	Training	Swiss Federal
Awards	Swiss Design	Office of Culture	Regulation	Office of Culture
Swiss Federal	Awards	Design Promotion	Typography	Design Promotion
Office of Culture	Swiss Federal	Catalogue	Team	Catalogue
Design Promotion	Office of Culture	Legislation	Organization	Legislation
Catalogue	Design Promotion	Apprenticeship	Studio	Apprenticeship
Legislation	Catalogue	Training	Swiss Design	Training
Apprenticeship	Legislation	Regulation	Awards	Regulation
Training	Apprenticeship	Education	Swiss Federal	Ornament
Regulation	Training	Typography	Office of Culture	Graphic
Ornament	Regulation	Team	Design Promotion	Teaching
Graphic	Ornament	Organization	Catalogue	Print
Teaching	Graphic	Studio	Legislation	Education
Print	Teaching	Swiss Design	Apprenticeship	Typography
Education	Print	Awards	Training	Team
Typography	Education	Swiss Federal	Regulation	Organization
Team	Typography	Office of Culture	Apprenticeship	Legislation

Swiss Graphic Design Histories

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ISBN 9783858818683

Publisher Scheidegger & Spiess

Binding Paperback / softback

Territory World excluding Austria, Germany, Switzerland, Puerto Rico, United States, Canada, and Japan

Size 240 mm x 165 mm

Pages 814 Pages

Illustrations 200 color, 30 b&w

Price £80.00

- An entirely new redefinition of Switzerland's graphic design landscape, based on extensive research by scholars of design history
- Features rich and previously unpublished visual material and conversations with designers who have forged developments of the past decades alongside new scholarly essays
- Sheds new light on networks, practices and media that have been largely ignored by previous books

Swiss Graphic Design Histories offers an entirely new redefinition of Switzerland's graphic design landscape. Based on extensive research by scholars of design history and with a multiple and inclusive approach, it reaches beyond the usual canon and the well-known epicentres Basel and Zurich with the germanophone fathers of what has become famous as the Swiss Style in the 1950s, 1960s and 1970s.

In three volumes it features visual artefacts and archival documents, the majority published here for the first time, alongside likewise previously unpublished conversations with designers who have forged developments of the past decades, as well as new essays discussing key terms that refer to various design practices. The complexity of the undertaking is embraced through a system of keywords, thus enabling readers to connect contents within the individual volumes. A fourth volume comprising a glossary, bibliography, and an index of the keywords rounds out this long-awaited new survey of graphic design in multi-lingual Switzerland that sheds new light on networks, practices and media largely ignored so far.

Davide Fornari is associate professor at ECAL Lausanne, where he directs Research and Development. **Robert Lzicar** is professor of design history at Bern University of the Arts HKB. **Sarah Owens** is professor of design theory at Zurich University of the Arts ZHdK. **Michael Renner** is professor of visual communication and Director ad interim at FHNW Academy of Art and Design in Basel. **Arne Scheuermann** is professor of design theory at Bern University of the Arts HKB. **Peter J. Schneemann** is professor of modern and contemporary art history at University of Bern.