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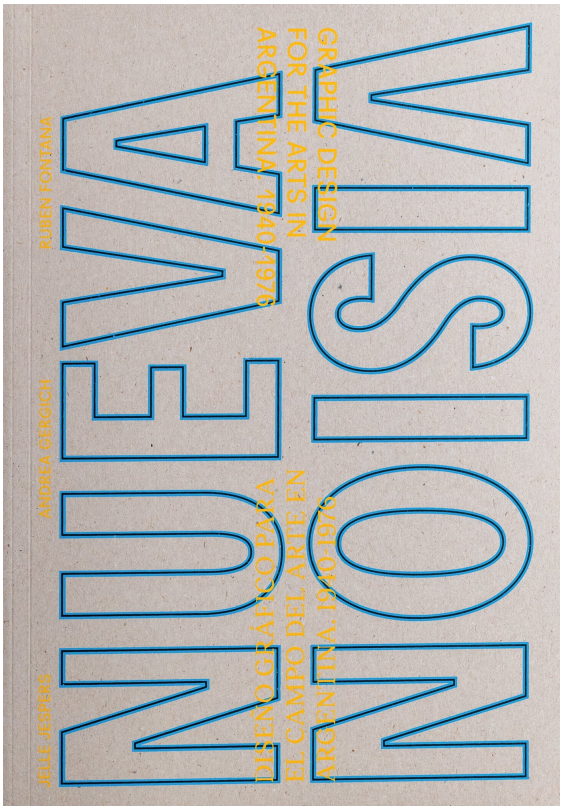


NUEVA VISION

Graphic Design for the Arts in Argentina 1940-1976

Andrea Gergich

Jelle Jespers

Rubén Fontana

ISBN	9789464002683
Publisher	HOPPER&FUCHS
Binding	Paperback / softback
Territory	USA & Canada
Size	7.68 in x 11.02 in
Pages	320 Pages
Illustrations	212 color, 8 b&w
Price	$69.00

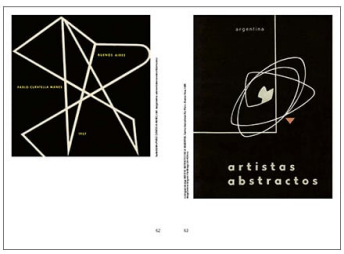
- First comprehensive survey of Argentine graphic design for the arts from 1940–1976
- Includes essays by a leading lector on design, art, and cultural history
- Appeals to designers, art historians, curators, and collectors worldwide

NUEVA VISION – Graphic Design for the Arts in Argentina 1940–1976 presents a comprehensive study of Argentina's vibrant visual culture during a transformative period for the arts. Through meticulous documentation and high-quality reproductions, authors Jelle Jespers, Andrea Gergich, and Rubén Fontana explore how graphic design shaped cultural institutions, theater productions, and visual arts communication. The book highlights the creativity and innovation of designers who merged European avant-garde influences with local artistic traditions, producing works that were visually striking, socially engaged, and culturally resonant. Featuring over 250 images, including posters, exhibition catalogs, and ephemeral graphics, this volume offers a nuanced understanding of the intersection between design, performance, and institutional identity. Essays by leading scholars contextualize the works within Argentina's social, political, and artistic climate, providing critical insights into the country's mid-20th-century design heritage. ***Nueva Vision*** is an essential resource for designers, art historians, academics and students, curators, and collectors interested in Latin American modernism and the global history of graphic arts.

Text in English and Spanish.

Jelle Jespers is a Brussels-born graphic designer, curator, and researcher specializing in Latin American graphic arts. **Andrea Gergich** is an Argentine graphic designer, lector, curator and design historian focused on modern and contemporary design practices. **Rubén Fontana** is an acclaimed Argentine designer and visual researcher with expertise in typographic innovation and graphic culture. Together, they bring decades of experience documenting and analyzing design history, with collaborations including exhibitions, academic publications, and institutional research projects across Europe and Latin America.







Published 10th Nov 2026