Suprematist Composition

Kasmir Malevich, 1915



February 4, 2010

**Bauhaus Publication Cover** 

Herbert Bayer, 1927



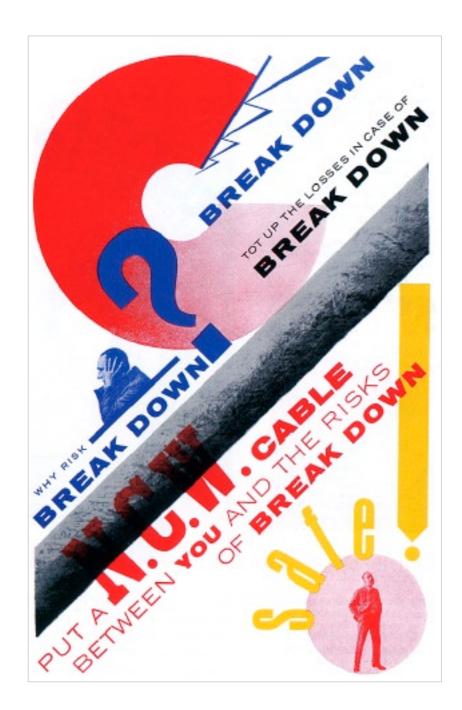
NFK Kabel Company Advertisement

Piet Zwart, 1924

NFK Kabel Company Poster

Piet Zwart, 1926





21

[Switzerland: Winter Holidays – Double Holidays] Swiss Tourist Board Poster

Herbert Matter, 1934

[All Roads Lead to Switzerland] Swiss Tourist Board Poster

Herbert Matter, 1935





[Constructivism] Exhibition Poster

Jan Tschichold, 1937

22

[Concrete Art] Exhibition Poster

Max Bill, 1944

23



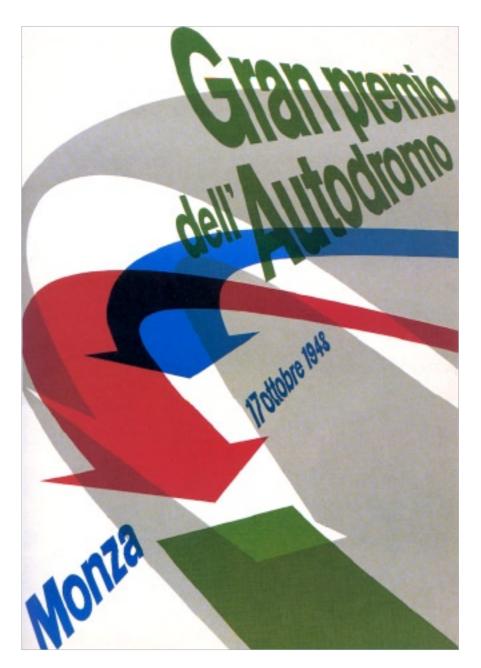
Flums Grossberg [Ski Resort] Poster

Carlo Vivarelli, 1940

24

25 [Monza Autodrome Gran Prix] Poster Max Huber, 1948





27

'The Man with the Golden Arm'

Saul Bass, 1955

[Temple and Teahouse in Japan] Poster Armin Hoffman, 1955





Schwitter AG 50 Jahre [photoengraving company] Advertisement

Karl Gerstner, 1957

[Record Graphics] Exhibition Poster

Gottlieb Solan, 1957



[Zürich Opera House] Concert Poster Josef Müller-Brockmann, 1955

30

31

[Zürich Opera House] Concert Poster Josef Müller-Brockmann, 1955





33

National Zeitung Advertising Poster

Armin Hoffman, 1960

Herman Miller Collection [Furniture for our Times] Advertising Poster

Armin Hofmann, 1962





## Department store Advertising Poster

## Gerstner+Kutter, 1961



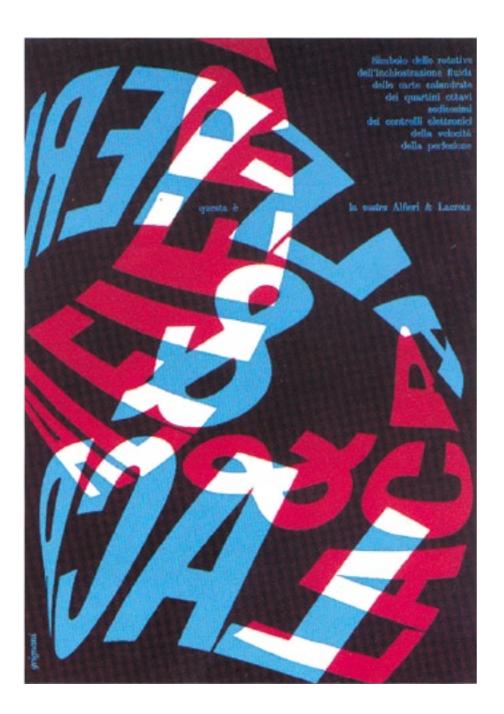
Alifieri & Lacroix [Printing Company] Advertisement

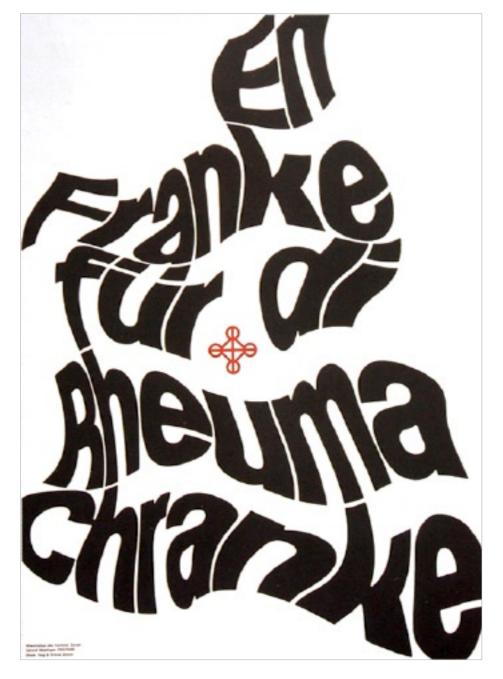
Franco Grignani, 1960

36

[Give One Franc fo Rheumatism] Charity Poster

Gérard Miedinger, 1963





3738'Ives: Constructions' Exhibition PosterHolland Festival '69 PosterNorman Ives, 1964Dick Elfers, 1969

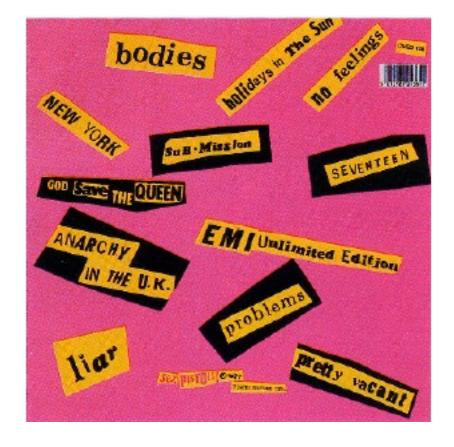


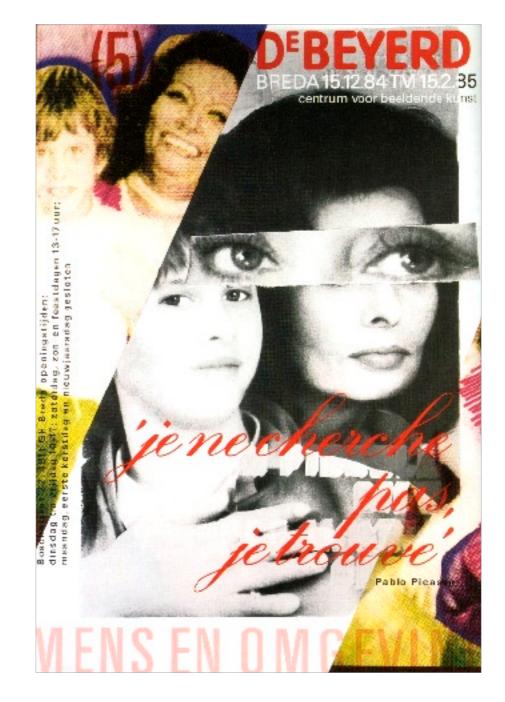
46

Sex Pistols 'Never Mind the Bollocks' Record Cover

Jamie Reid, 1977

DeBeyerd Exhibition Poster Jan van Toorn, 1984





[Art Kredit] Exhibition Poster

Wolfgang Weingart, 1978

48

[The Swiss Poster] Exhibition Poster

Wolfgang Weingart, 1984





'Your Turn My Turn' Pacific Design Center Exhibition Poster

April Greiman, 1983

50

Emigre 'Non-Stop Design' Promotional Poster

Rudy Vanderlans, 1989



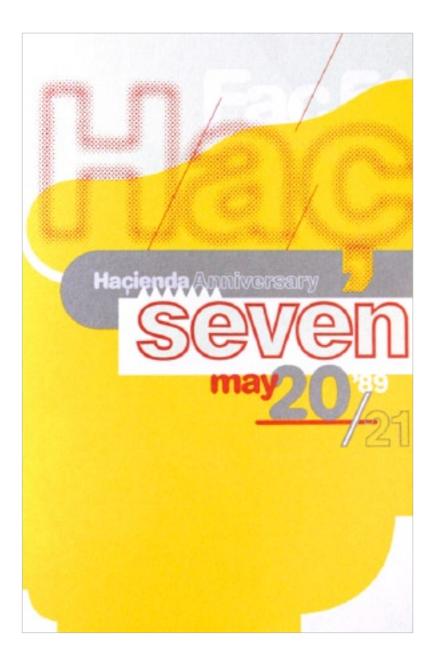
Haçienda Club Seventh Anniversary Poster Exhibition

8vo, 1989

56

Fuse Type Promotional Poster

Neville Brody, Circa 1991





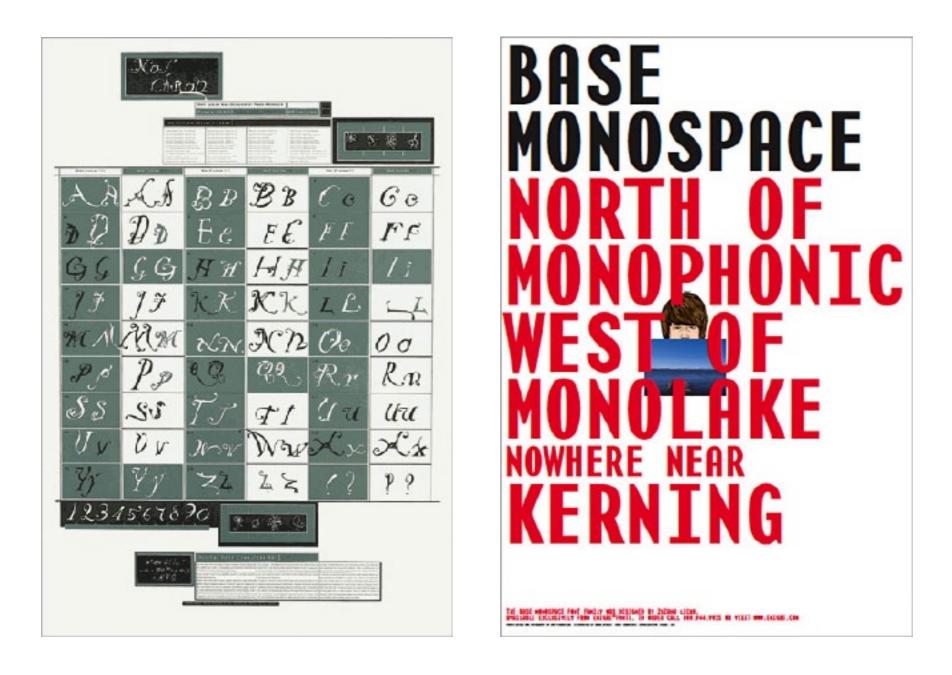
64

'Not Calson' [1991] Promotional Poster

Rudy Vanderlans, Circa 1994

'Base Monospace' [1997] Promotional Poster

Rudy Vanderlans, Circa 1998



## 2000-09

Pluralism Default Design Irony Attitude Speculative Design Julia Born Build Experimental Jetset M/M (Paris) Karel Martens Maureen Mooren Mevis & van Deursen Jonathan Puckey Michael Worthington Lance Wyman

73

'Graphic Design in the White Cube' Exhibition Poster

Mevis & van Deursen, 2006

Holland Festival Poster

Maureen Mooren, 2007





75

Helvetica Film Poster [special edition]

Build, 2007

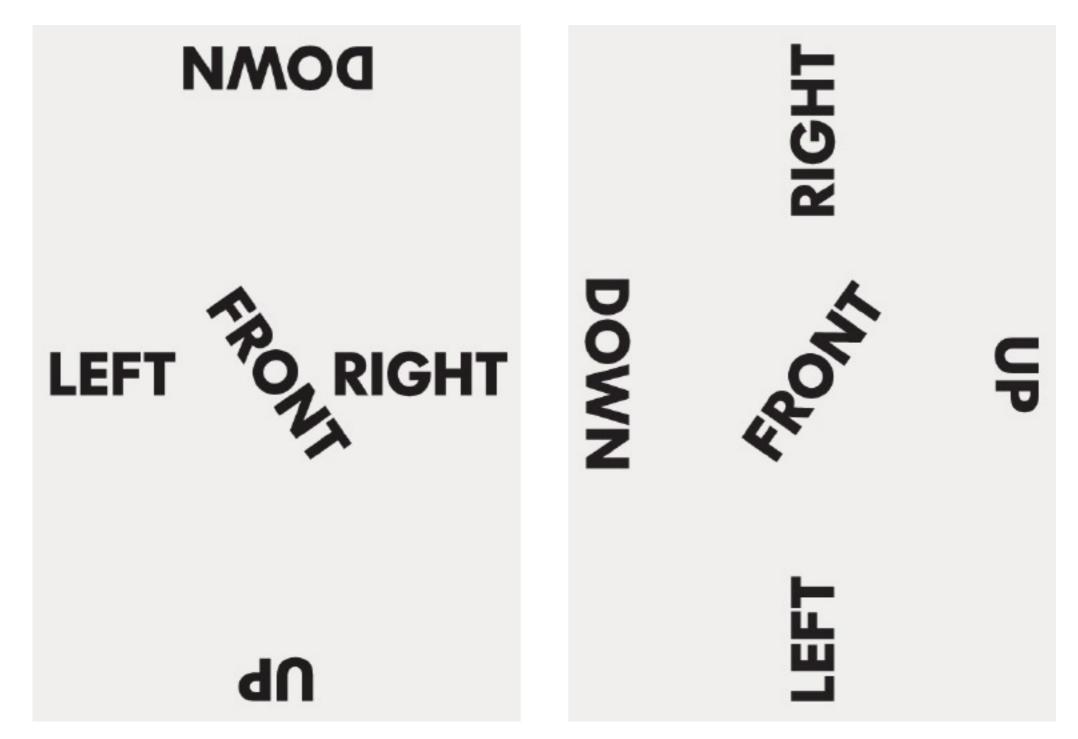
Helvetica Film Poster Experimental Jetset, 2007

\*Results 1–10 of about 16,000,000 for Helvetica (0.05 seconds). Results 1-10 of about 22,180,000,000 for (0.11 seconds). Results 1-10 of about 204,000,000 for v (0.05 cumentar seconds). Results 1–10 of about 1,450,000,000 for Film (definition) (0.09 seconds). Results 1-10 of about 17,310,000,000 for by (0.23 seconds). Results 1-10 of about 13,100 for Gary Hustwit (0.13 seconds). "Search results \$1,15,650 strategy of Strate"" Forther large to Balls 112,050,000 Suit Strategy of



"This Side Up ' Forms of Inquiry Exhibition Poster

Alexandra Bachzetsis & Julia Born



76

'Blur Building ' Forms of Inquiry Exhibition Poster

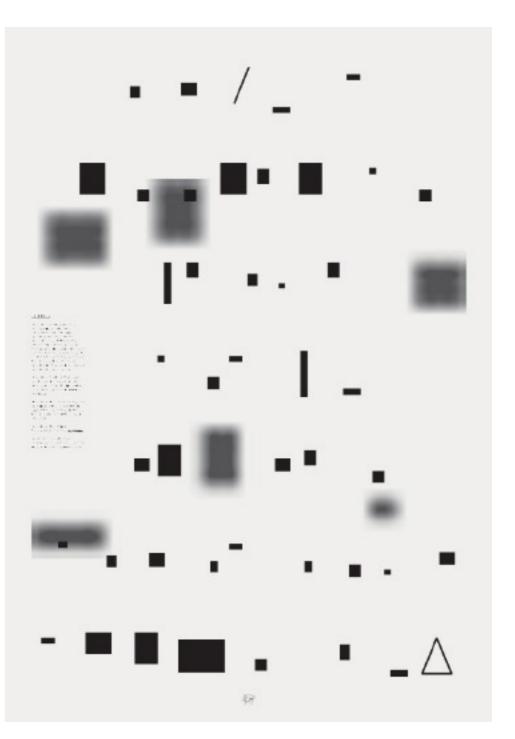
Michael Worthington, 2007

'Notre Dame du Haut Ronchamp ' Forms of Inquiry Exhibition Poster

78

Karel Martens & David Bennewith, 2007





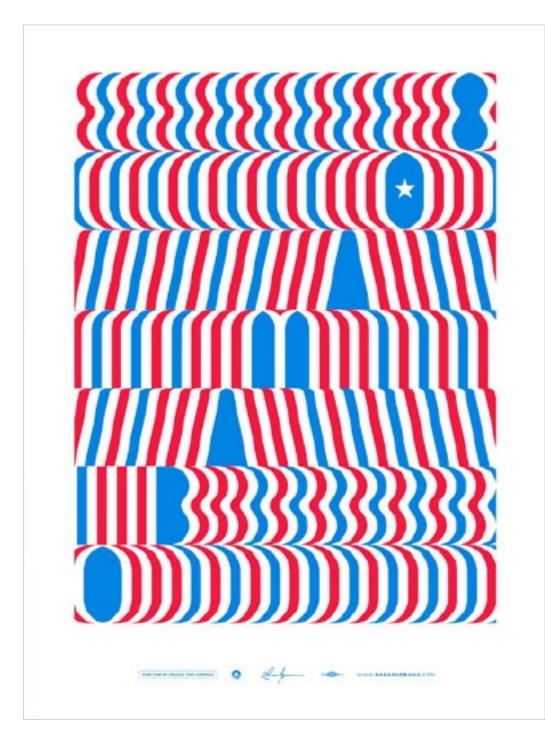
'OBAMA 08 ' Campaign Poster

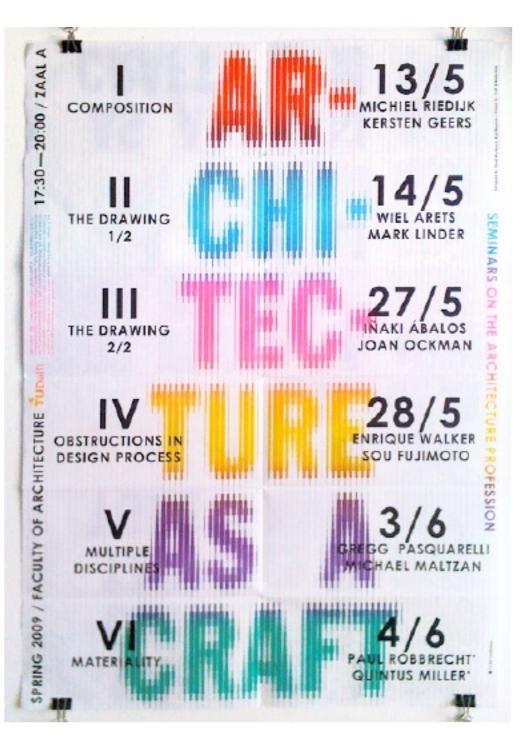
Lance Wyman, 2008

80

'Architecture as a Craft ' Delft University Seminar series Poster

Karel Martens & Karl Nawrot, 2009





## Bibliography

Jan Bons: A Designer's Freedom —Paul Hefting

Jan van Toorn: Critical Practice —Rick Poynor

Graphic Design History: A Critical Guide —Johanna Drucker & Emily McVarish

Poster Collection: Armin Hofmann —Museum für Gestaltung Zürich

Graphic Design: A Concise History —Richard Hollis

A History of Graphic Design —Philip B. Meggs

Swiss Graphic Design: The Origins and Growth of an International Style —Richard Hollis

Max Bill: Typografie —Gerd Fleischmann, Hans Rudolf Bosshard, Christoph Bignens

Images of an Era: the American Poster 1945–75

Typography Now Two: Implosion —Rick Poynor

8vo: On the outside —Mark Holt & Hamish Muir