Design Styles
Swiss International
Contemporary Art

SWISSCON

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SWISS STYLE

HISTORY

The International Typographic Style, also known as the Swiss Style, is a graphic design style that emerged in Russia, the Netherlands, and Germany in the 1920s and was developed by designers in Switzerland during the 1950s. The International Typographic Style has had profound influence on graphic design as a part of the modernist movement, impacting manydesign related fields including architecture and art. It emphasizes cleanness, readability, and objectivity. Hallmarks of the style are asymmetric layouts, use of a grid, sans-serif typefaces like Akzidenz Grotesk, and flush left, ragged right text. The style is also associated with a preference for photography in place of illustrations or drawings. Many of the early International Typographic Style works featured typography as a primary design element in addition to its use in text, and it is for this that the style is named.The influences of this graphic movement can still be seen in design strategy and theory to this day.

SWISS
STYLE

PAST

**Jacqueline S. Casey, "Body Language:
Figurative Aspects of Recent Art"**
Exhibition poster for MIT Hayden Gallery,1981.
This piece is part of Swiss style because the
subject is implied through the use of three-
dimensional san-serif letters and hierarchy.

SWISS STYLE

PAST

Inflatable Sculpture

The Jewish
Museum:
New York City
July 2nd to
August 24th

Kip Coburn
Charles Frazier
David Jacobs

Otto Piene
Vera Simons
Susan Lewis
Williams

Arnold Saks

Arnold Saks, "Inflatable Sculpture", poster for the Jewish Museum, 1968
Saks demonstrates swiss style with a sequence of bars bending upward signifies the action of energy upon pliable materials and graphically conveys the essence of the subject. This poster successfully executes the exhibition while using subtle typography for in depth information.

SWISS STYLE

Basler
Freilichtspiele
1959
19.-31. August
im
Rosenfeldpark

Giselle

Giselle by Armin Hofmann, 1959
A swiss design poster that consisted on elements of graphic form, with simplicity snd objectiveness. Using a combination of photography and typography as a means of visual communication. Heavy use of bold sans serif typography for visual information and with an asymetrical layout.

SWISS STYLE

PAST

Helmhaus   Zürich

**Aus der Sammlung
des Kunsthauses Zürich**

Neuere Schweizer Kunst
18. Aug.—13. Sept. 1953

täglich geöffnet 10—12 und 14—18 Uhr
Samstag und Sonntag bis 17 Uhr, Mittwoch auch 20—22 Uhr
Montag geschlossen

Josef Müller-Brockmann "The Zurich Kunsthaus: Recent Swiss Art", 1953, .
Assymetrical layout was the significant layout that is used for this style, with flush
left with ragged right edge for the body text. Heavy use of typographic grid and
geometric shapes, balancing the positive and negatives.

CONTEMPORARY

HISTORY

In its most basic sense, the term contemporary art refers to art—namely, painting, sculpture, photography, installation, performance, and video art—produced today. Though seemingly simple, the details surrounding this definition are often a bit fuzzy, as different individuals' interpretations of "today" may widely and wildly vary. Therefore, the exact starting point of the genre is still debated; however, many art historians consider the late 1960s (the end of modern art, or modernism) to be an adequate estimate. Given its "art of today" definition, you may be surprised to hear that contemporary art actually has a relatively long history. To trace its evolution, let's take a look at the movements and major artists that compose its history.

Uncle Sam Poster, Created in 1917
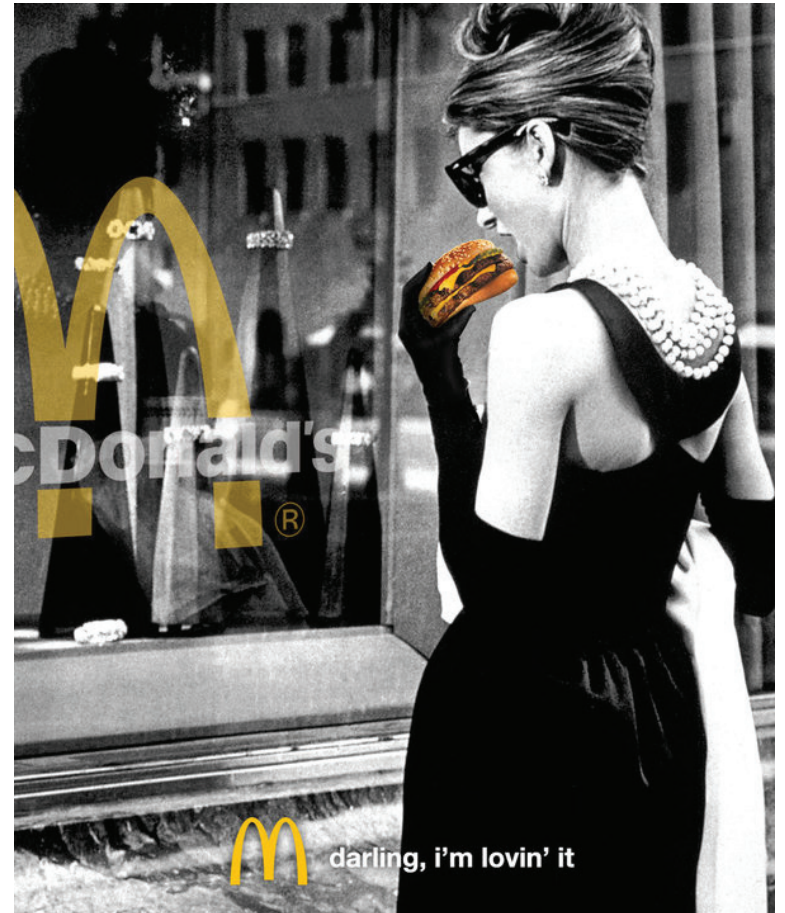The poster represents the national government for war.

CONTEMPORARY

PAST

Coca- Cola Christmas Ad, 1934-1964
The ad in that era was to bring families together through the economic and political struggles of the Great Depression and WWII
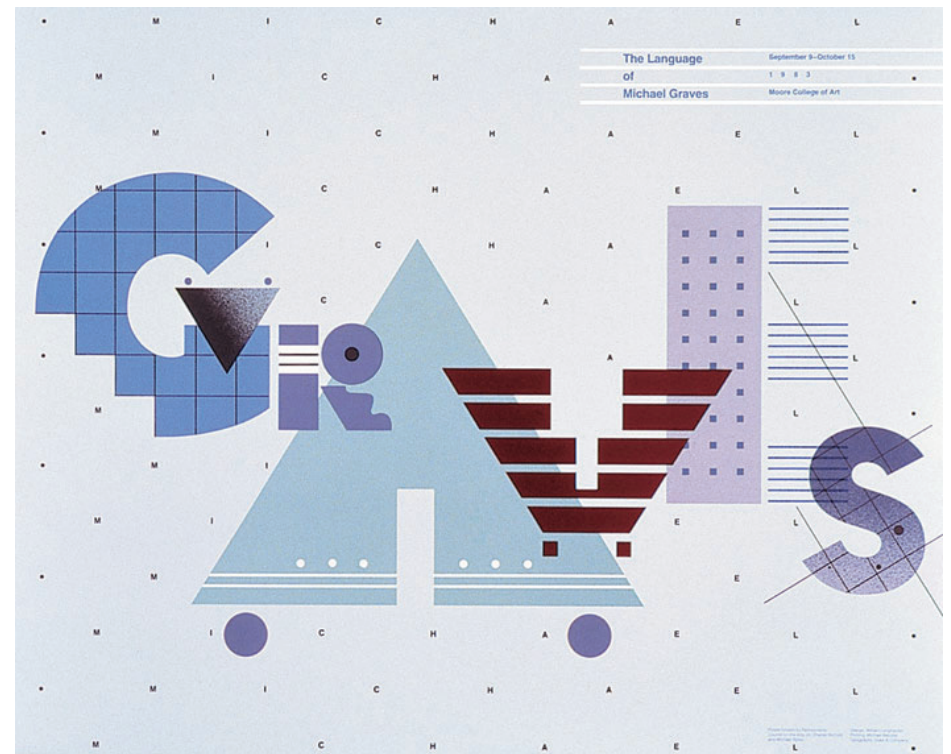
CONTEMPORARY

darling, i'm lovin' it

McDonalds Ad,
This image puts a clever spin on Audrey's famous role as Holly Golightly in Breakfast at Tiffany's. Instead of standing outside the jewelry store, she is pictured at McDonald's storefront.

CONTEMPORARY

William Longhauser, Michael Graves Poster, 1983
letterforms their legibility while being transformed into
decorative geometric forms evoking a post-modern
architectural landscape

SWISS VS CONTEMPORARY
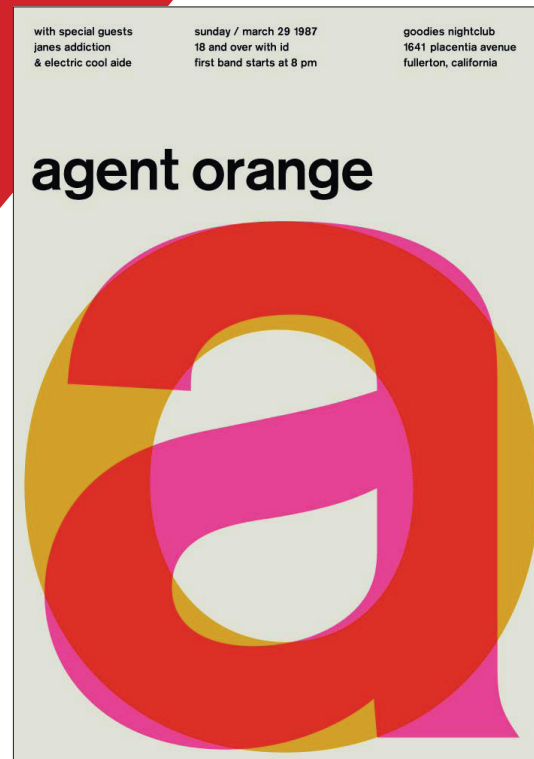
**Agent Orange,1987
Poster Swissted 2014**
This poster combines color and leterforms while including important infomration in an organized matter.

Pat Gorman of Manhattan Design, MTV press kit cover, 1982
This Poster also uses color and letterforms to get infomration across. The main differnce between the two besides style is one poster is meant to communicate a specific thing and this one is vague but bold and has the abiliti to take on many mmeanings.
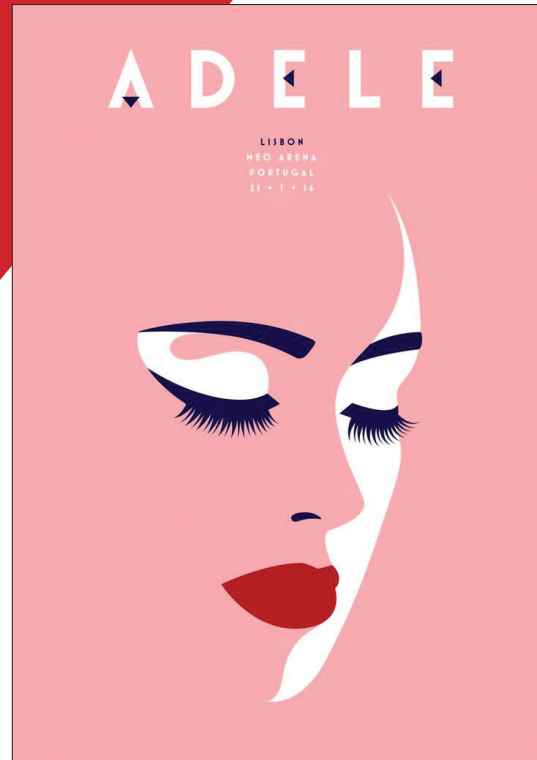
SWISS VS CONTEMPORARY

No one grows Ketchup like Heinz.

If you shut others out, you shut yourself in. Swiss Refugee Council

Similarities:
- Each add shows the literal meaning of what is going on
- The bold red makes readers want to read and want the attention
-Contemporary and Swiss are the same because of the colors and the simplicity to get the ad across
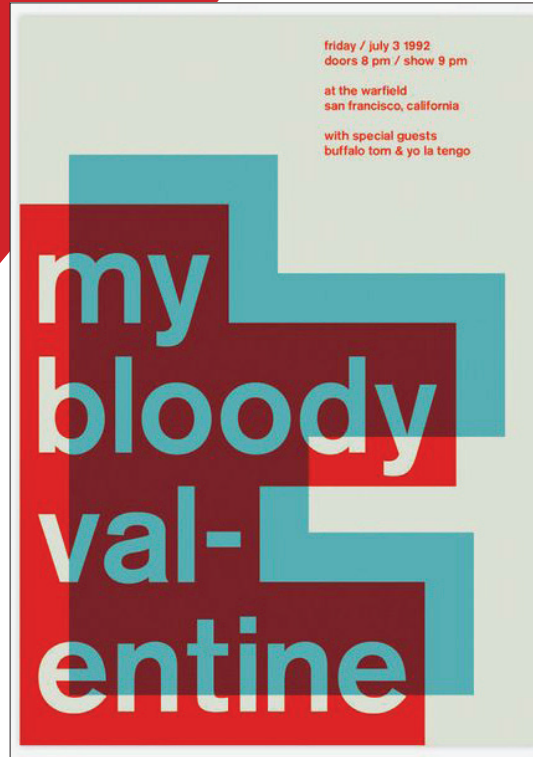
SWISS VS CONTEMPORARY

Adele, 2016
Design studio La Boca

Roseline, 2014
Jeff Karnick

- Geometric Shapes
- Sans serif typefaces
- Specific color palatte
- Two dimension design
- Universally understood visual language

SWISS VS CONTEMPORARY

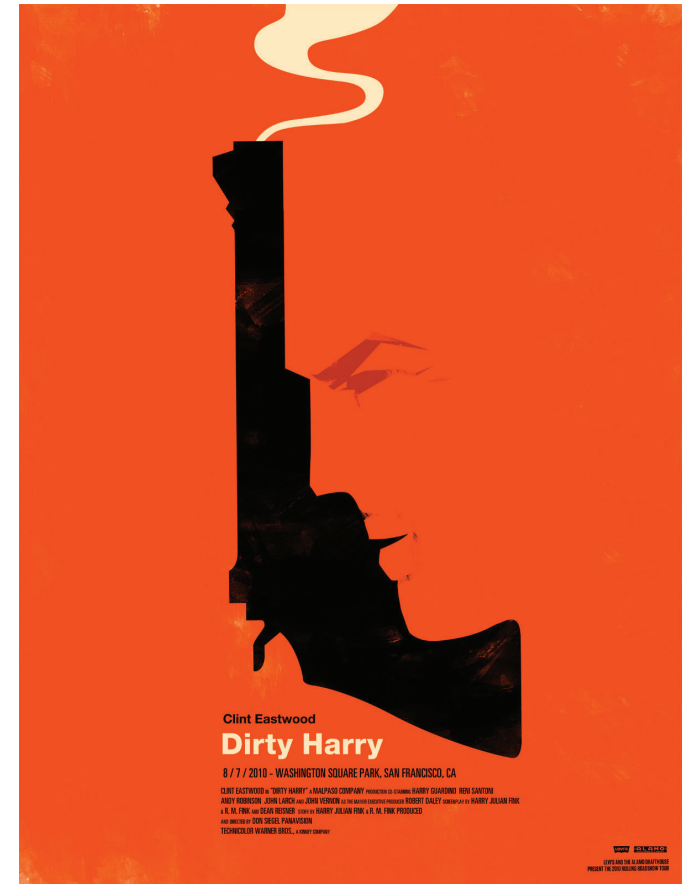**Ziggy Stardust, 1973**
Hammersmith Oden

Guggenheim, 1980
Wassily Kandisky

- Visual Information

- Sans serif typefaces

- Asymmetrical layout

- Three color palette

SWISS STYLE

PRESENT

Dirty Harry by Olly Moss, 2010,
A vector illustration poster with flat two dimension that swiss international style is known for, and the sans serif typeface. This design has the cleaniess and simplicity of 1950's swiss style.

SWISS STYLE

PRESENT

Formacio by Xavier Esclusa Trias, 2016
A swiss style poster using the concept from Bauhaus of "less is more" through cleanliness, readability, and objectivity. This poster represents Swiss International for its sans serif typeface and assymetrical balance of the green bars and the sans serif text aligned left.

SWISS STYLE

PRESENT

The Police,1978 OMFUG Poster Swissted 2014
This is a re vitalized poster of a police concert at the iconic CBGB OMFUG. This design is created by Mike Joyce, owner of Stereotype Design in New York City. It utilizes swiss style major type characteristic of a san serif lower case and use of hierarchy. The headline being on a single line to show dominance while associating content is stacked in column under. Also the use of overlapping color and shape is very prominent in this design.

SWISS STYLE

PRESENT
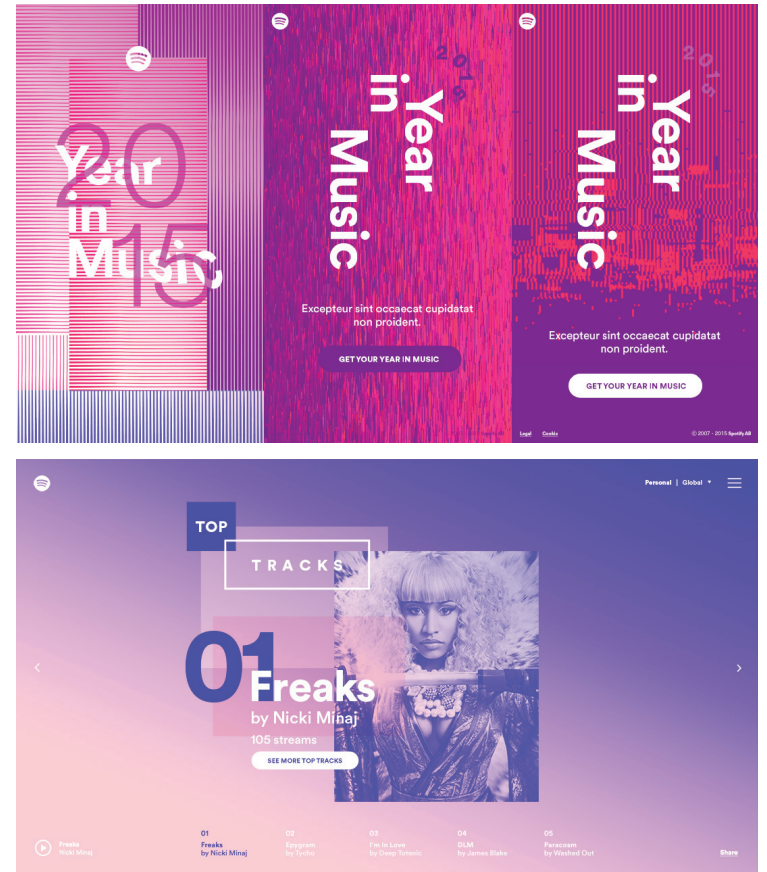
Spotify, Year in Music 2015
Spotify's year in Music AD Campaign mimics Swiss International typographic style of the 1950's. By using overlapping elements, sanserif type and color transparency to engage to viewer. This is a prime example of how Swiss style is still prominent in design today.

CONTEMPORARY

PRESENT
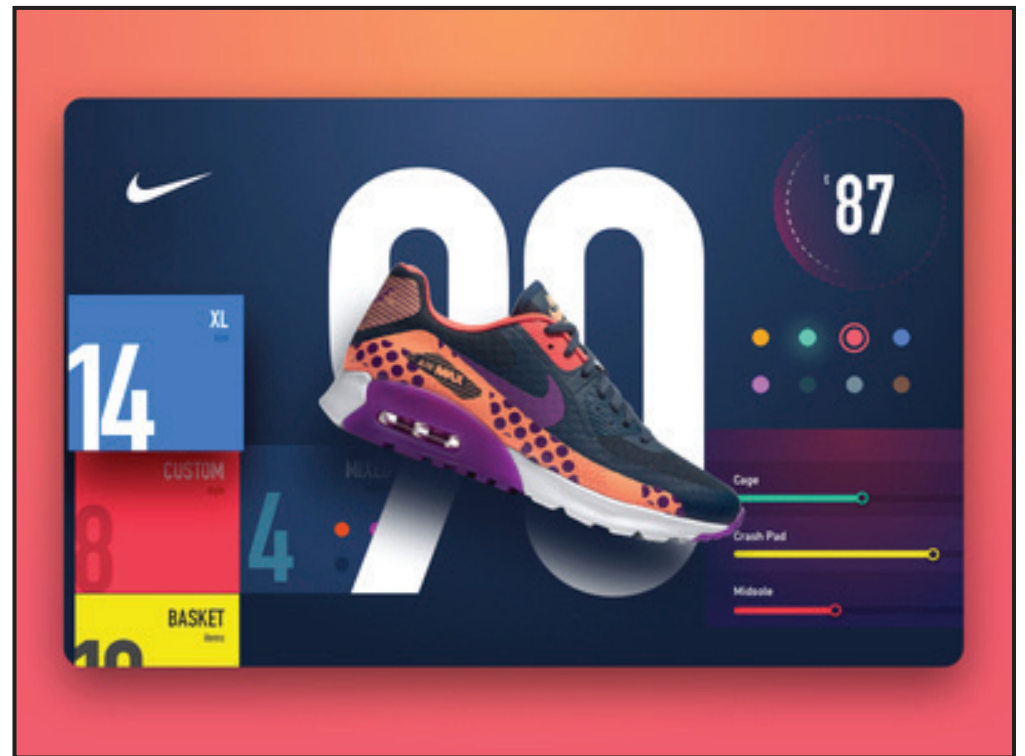

Spatial design at Bloomberg LP
Although a spatia/environmental design, it got bright colors, geometric shapes, little to no organizational pattern but still gorgeously designed. These display time, stock updates and news

CONTEMPORARY

PRESENT

Balraj Chana, Nike 90 store site, 2015
Very modern but bright colors, geometric shapes, two-dimensionality and and abstract shapes are there.

David Redon, Poster on Outkast Song Hey YA!, 2003
Rendering the well-known poster of Uncle Sam. The poster brings a sense of togetherness and the lyrics on the poster makes you want to sing along.

PRESENT

John Moore Tribute, Coca-Cola Christmas Ad, 2006
This is an ad paying tribute to the long time Santa Claus of Coca-Cola. He died in 2006 and he was 86 years old.

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