Design Theories

International Swiss Style

"The use of the grid system implies the will to systematize, to clarify the will to penetrate to the essentials, to concentrate

the will to cultivate objectivity instead of subjectivity

the will to rationalize the creative and technical production processes the will to

integrate elements of color, form, and material

the will to achieve architectural dominion over surface and space

the will to adopt a positive, forward-looking attitude"