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Helvetica

Modernism is when designers and artists that want to create an all inclusive language for everything that can possibly be utilized and comprehended worldwide and be socially valuable. As the world began to modernise people moved from the rural farming industry and into the social hub of the city filled with factories, new technologies and new forms of communication and travel.

The five individuals that were featured in the film were Massimo Vignelli, Rick Toyner, Erik Spiekermann, Matthew Carter, and David Carson.

The first quote was by Rick Poyner: “Graphic Design is the communication framework through which these messages about what the world is now, and what we should aspire to. It’s the way they reach us. The designer has an enormous responsibility. Those are the people, you know, putting their wires into our heads.

Secondly, by Massimo Vignelli: “You can say, ‘I love you,’ in Helvetica. And you can say it with Helvetica Extra Light if you want to be really fancy. Or you can say it with the Extra Bold if it’s really intensive and passionate, you know, and it might work.

Thirdly, by Erik Spiekermann: “It’s air, you know. It’s just there. There’s no choice. You have to breathe, so you have to use Helvetica.

Fourth, by Matthew Carter: “As humans, no matter our level of understanding, we are very complex beings with very complex thoughts. There are ideas that each of us have within our heads that are so different from each other it is mind boggling.”

And lastly by David Carson: “Don’t confuse legibility with communication. Just because something is legible doesn’t mean it communicates and, more importantly, doesn’t mean it communicates the right thing.”

The year Helvetica was created was in 1957. The original name was “Neve Haas Grotesk” and was created by Max Miedinger with Eduard Hoffmann. What Lars Muller meant when he said “Helvetica is the perfume of the city” it’s basically saying how our society doesn’t normally notice it but something that we would miss if Helvetica wasn’t around.