

The book was found

100 Years Of Swiss Graphic Design



Synopsis

100 Years of Swiss Graphic Design takes a fresh look at Swiss typography and photo-graphics, posters, corporate image design, book design, journalism and typefaces over the past hundred years. With illuminating essays by prominent experts in the field and captivating illustrations, this book, designed by the Zurich studio NORM, presents the diversity of contemporary visual design while also tracing the fine lines of tradition that connect the work of different periods. The changes in generations and paradigms as manifested in their different visual languages and convictions are organized along a timeline as well as by theme. The various fields of endeavor and media are described, along with how they relate to advertising, art, and politics. Graphic design from Switzerland reflects both international trends and local concerns. High conceptual and formal quality, irony and wit are its constant companions. A new, comprehensive reference work on Swiss design.

Book Information

Hardcover: 384 pages

Publisher: Lars Muller (October 15, 2014)

Language: English

ISBN-10: 3037783990

ISBN-13: 978-3037783993

Product Dimensions: 8.7 x 1 x 12.8 inches

Shipping Weight: 4.6 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (5 customer reviews)

Best Sellers Rank: #376,085 in Books (See Top 100 in Books) #64 in [Books > Arts & Photography > Graphic Design > Commercial > Advertising](#) #346 in [Books > Arts & Photography > Graphic Design > Commercial > Illustration](#) #1303 in [Books > Arts & Photography > Graphic Design > Techniques](#)

Customer Reviews

An excellent overview of Swiss graphic creativity. For such a small country and I read in the text that because of the mountains only about three-quarters of the land is habitable, so even more remarkable that in the last few decades the country exported and became famous for the 'Swiss Style'. What I liked about the book was the comprehensive coverage and I think it's worth listing the Contents: Poster; Typo-graphics; Photo-graphics; Swiss style; Signs & symbols; Corporate design; Advertising; Public affairs; Type; Editorial design. Within each of these chapters, with essays and

illustrations, there are some surprises, for example 'Signs & symbols' has sections on map making, traffic signs and banknotes (though surprisingly nothing on the countries stamps). The longest chapter is Corporate design, forty-three pages, dealing with Swiss international companies like Swissair, Geigy, Bally and Swatch, they generate a lot of printed material and of course company style manuals. Pages are shown from the manuals of Swissair, Swatch and Federal Railways. For designers Swiss type needs no introduction and chapters 'Typo-graphics', a section in 'Swiss style' (by Lars Muller this book's publisher) and 'Type' look in detail at the designs that went round the world with Helvetica was the obvious winner. The country was, though, split into two camps, Zurich designers favored Helvetica while those in Basel preferred Univers, designed by Adrian Frutiger. As the book covers a visual subject it is, of course, a pleasure to read and look through, the upright shape helps, too. Oddly all the text is in Akzidenz Grotesk, a German face designed around 1880, rather than Helvetica (or even Univers).

[Download to continue reading...](#)

100 Years of Swiss Graphic Design Pimsleur Swiss German Level 1 CD: Learn to Speak and Understand Swiss German with Pimsleur Language Programs (Compact) Corporate Diversity: Swiss Graphic Design and Advertising by Geigy 1940 - 1970 Every 100 Years - The Woody Guthrie Centennial Songbook: 100 Years - 100 Songs 100 Swiss Food Recipes "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Graphic Classics Volume 4: H. P. Lovecraft - 2nd Edition (Graphic Classics (Graphic Novels)) Am I small? Bin ich chlii?: Children's Picture Book English-Swiss German (Bilingual Edition) Egbert turns red/De Egbert wird rot: Children's Book/Coloring Book English-Swiss German (Bilingual Edition/Dual Language) The Vatican Cookbook: Presented by the Pontifical Swiss Guard Greater Swiss Mountain Dog: A Complete and Reliable Handbook (Rare Breed) Lucifer's Banker: The Untold Story of How I Destroyed Swiss Bank Secrecy The Pope & The CEO: John Paul II's Leadership Lessons to a Young Swiss Guard Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition) Genius Moves: 100 Icons of Graphic Design A White Tea Bowl: 100 Haiku from 100 Years of Life The Blue Economy: 10 Years, 100 Innovations, 100 Million Jobs "Aiga Graphic Design, Volume 13" (Aiga Year in Design) (No. 13) Know Your Onions - Graphic Design: How to Think Like a Creative, Act like a Businessman and Design Like a God Create a Logo: 7 Easy Steps to Your Client's Dream Logo (Graphic Design, Logo Design, Brainstorm, Branding, Clients, Sketching)

[Dmca](#)