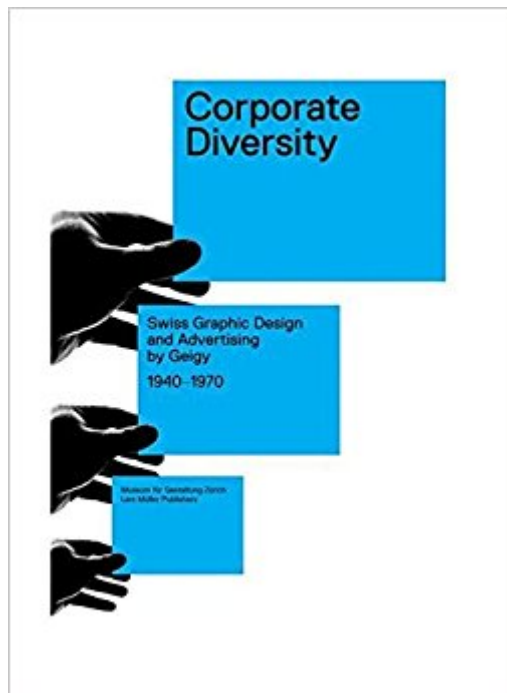


The book was found

# Corporate Diversity: Swiss Graphic Design And Advertising By Geigy 1940 - 1970



## Synopsis

The design studio of J. R. Geigy AG was the launching pad for one of the great periods of Swiss graphic design, in the 1950s and 1960s. The open-minded corporate culture of the chemical company in Basel combined product and company advertising in an exemplary way. The resulting works reveal a modernist formal idiom without being indebted to a specific, formulaic look. There was room in it for visual symbolism as well as the acquisition of nonrepresentational art, with which some of the graphic designers involved were connected. Under the leadership of Max Schmid for many years, the studio employed Roland Aeschlimann, Karl Gerstner, Jürg Hamburger, Steff Geissbühler, Andreas His, Toshihiro Katayama, and Nelly Rudin, among others. Freelance designers such as Michael Engelmann, Gottfried Honegger, Armin Hofmann, Herbert Leupin, Warja Lavater, Numa Rick, and Niklaus Stoecklin were also used. In the 1960s, the Basel office, most especially George Giusti and Fred Troller, was involved in developing the studios of the subsidiaries in the United States and the United Kingdom, placing more emphasis on advertising. This is the first comprehensive presentation of Geigy design, an important Swiss contribution to the international history of design, in all its determination and independence.

## Book Information

Paperback: 208 pages

Publisher: Lars Muller Verlag; 1 edition (March 16, 2009)

Language: English

ISBN-10: 3037781602

ISBN-13: 978-3037781609

Product Dimensions: 7.9 x 0.7 x 10.5 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (4 customer reviews)

Best Sellers Rank: #637,863 in Books (See Top 100 in Books) #115 in [Books > Arts &](#)

[Photography > Graphic Design > Commercial > Advertising](#) #1008 in [Books > Arts &](#)

[Photography > Architecture > Drafting & Presentation](#) #1226 in [Books > Business & Money >](#)

[Marketing & Sales > Advertising](#)

## Customer Reviews

A remarkably thorough, comprehensive look at the graphics output of this Swiss chemical company. The clean, elegant designs of the Geigy 'look' really took off in the early fifties though the head of the publicity department Rene Rudin, as early as 1944, said: 'We must take care that a certain

artistic level is maintained, marked by impeccable typographic design, high quality illustrations and technically flawless reproduction'. An excellent example of this design approach is shown with two pack shots on page sixteen. A 1942 insecticide spray shows a dull, unimaginative can the total opposite of the 1959 version, now with clean type (Helvetica, of course) and a simple graphic. Page forty-three reveals an interesting observation: Geigy had no style manual, except for the packaging. The company relied on choosing designers who all had a similar attitude to design and were mostly trained at the Allgemeine Gewerbeschule in Basel. Clearly this paid off judging by the high quality of the printed material shown throughout the pages. As the leading Swiss chemical company with an impeccable corporate face (I would place Hoffman La Roche a close second during the fifties and sixties) the company exported this to divisions in other countries. There is a chapter on Geigy in America and another dealing with United Kingdom. An interesting chapter, by graphic historian Roger Remington, though not relating directly to the company deals with the influence of Swiss graphic design in America. The first part of the book takes an overall look at the how Geigy organized and ran their Publicity department (a footnote says that before 1966 this was known as the Propaganda Department) in Basel.

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

Corporate Diversity: Swiss Graphic Design and Advertising by Geigy 1940 - 1970 Pimsleur Swiss German Level 1 CD: Learn to Speak and Understand Swiss German with Pimsleur Language Programs (Compact) Corporate Finance: Corporate Finance Guide To Understanding Corporate Finance With Strategies For Business Owners For Utilizing Corporate Finance Including ... Finance Business, Theory And Practice) 100 Years of Swiss Graphic Design The Last Lion: Winston Spencer Churchill, Volume II: Alone, 1932-1940: Winston Spencer Churchill, Volume II: Alone, 1932-1940 Novartis: How a leader in healthcare was created out of Ciba, Geigy and Sandoz "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Advertising by Design: Creating Visual Communications with Graphic Impact Graphis Advertising 98 (Graphis Advertising Annual) Epica Book 10: Europe's Best Advertising (Epica Book, European Advertising Annual) (No. 10) Graphic Classics Volume 4: H. P. Lovecraft - 2nd Edition (Graphic Classics (Graphic Novels)) Italian Glass: Murano-Milan 1930-1970 (Art & Design) Greater Swiss Mountain Dog: A Complete and Reliable Handbook (Rare Breed) 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) 100 Swiss Food Recipes The Vatican Cookbook: Presented by the Pontifical Swiss Guard 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 Mergers, Acquisitions, and Corporate Restructurings (Wiley Corporate F&A)

[Dmca](#)