Typographic Posters
1900 – 2007
1900 – 40

Constructivism
De Stijl
Bauhaus
The New Typography

Hans Arp
Theo Ballmer
Otto Baumberger
Lucien Bernhard
Max Bill
Walter Cyliax
Kasmir Malevich
V. Reem
Jan Tschichold
Zeguers
Piet Zwart
Suprematist Composition

Kasmir Malevich,
1915
'Priester' Poster
Advertisement
Lucian Bernhard, 1905
3
Advertisement for NKF cable Factorya
Piet Zwart, 1924

4
Poster for ‘Neues Bauen’ (New Building), a travelling exhibition organized by the German Werkbund.
Theo Ballmer, 1928
Poster for a sale of carpet remnants
Otto Baumberger, 1928

Abstract and Surrealist Painting and Sculpture
Hans Arp & Walter Cyliax, 1929
7 'Wohnausstellung
Neubühl' Poster
Max Bill 1931

8 'Stimmt Ja... furt mit
dem "Elefante-Klub"
Poster
Max Bill 1941
Zeguers, 1932

Anti-Nazi Poster
V. Reem, 1940
'Constructivists'
Exhibition Poster
Jan Tschichold, 1937

Concrete Art
Exhibition Poster
Max Bill, 1944
1940 – 80

Modernism
International Style
Counterculture
Late Modernism

Saul Bass
Lee Conklin
Karl Gerstner
Milton Glaser
Franco Grigani
Armin Hoffman
Max Huber
Norman Ives
Gérard Miedinger
Josef Müller-Brockmann
Gottlieb Soland
Carlo Vivarelli
Wolfgang Weingart
13
Poster for the ski resort Flums
Carlo Vivarelli, 1940

14
'Monza Autodrome Gran Prix' Poster
Max Huber, 1948
15

'The Man with the Golden Arm'
Saul Bass, 1955

16

'Temple and Teahouse in Japan' Poster
Armin Hoffman, 1955
17 Advertisement for the photoengraving firm Schwitter
Karl Gerstner, 1957

18 'Record Graphics' Exhibition Poster
Gottlieb Solan, 1957
Zurich Concert Hall Poster
Josef Müller-Brockmann, 1955

Opernhaus Zürich
Concert Poster
Josef Müller-Brockmann, 1955
International Zeitung
Poster
Armin Hoffman, 1960
musica viva

tonhalle, grosser saal
donnerstag, 10. märz
20.15 uhr, 1960
16. volkskonzert der
tonhalle-gesellschaft
zürich
leitung
erich schmid
solisten
annie laffra
violoncello
eva maria rogner
sopran
hans werner henze
sonata per archi
luigi dallapiccola
concerto per la notte
di natale dall’anno
1956 für soprano und
kammerorchester
arthur honegger
konzert für violoncello
und orchester
henri dutilleux
erste sinfonie
karten zu fr. 1., 2., 3.
tonhalle, hug, jecklin
kuoni, dep.kasse oerlikon, kreditanstalt

Opernhaus
Zürich

Sonntag, 3. Januar 1965, 20 Uhr
Neuinszenierung

In italienischer Sprache

Falstaff
Lyrische Komödie von Giuseppe Verdi
Musikalische Leitung Alberto Erede
Inszenierung Otto Schenk
Bühnenbild und Kostüme Max Röthlisberger
Advertisement for printers Alifieri & Lacroix
Franco Grignani, 1960

"[Give] One Franc for Rheumatism Charity Poster"
Gérard Miedinger, 1963
Newspaper advertisement announcing reopening of a Basel department store

Gerstner+Kutter, 1961
27
‘Festival of Music and Art of this Century’ Poster
Norman Ives, 1964

28
Holland Festival Poster
Dick Elfers, 1969
29
‘Dylan’
Milton Glaser. 1966

30
‘Procol Harum Santana’
Lee Conklin. 1969
1980 – 2000

Neo-Modernism

Post-Modernism

8vo
Neville Brody
David Carson
Denise Gonzales
Crisp
Ed Fella
Graphic Thought Facility
April Greiman
P. Scott Makela
Rick Valicenti
Rudy Vanderlans
Cornel Windlin
Poster for the Pacific Design Center
April Greiman, 1983

'Non-Stop Design'
Promotional Poster
Rudy Vanderlans, 1989
34
'Hacienda Club Seventh Anniversary' Poster
Exhibition
8vo. 1989

35
'Fuse' Conference Poster
Neville Brody.
Circa 1991
Central Department
Michigan of University
Thursday Art Students in design
March 2, 1995
142 Wightman Hall
Present:

For Ed Shadlow:

Fella, Freework in Time!

David Carson, 1996

The End of Print
A Presentation by
San Fracisco
15, 1996
7:00 pm

Info:
415-978.278
'Radix Matrix: The Architecture of Daniel Libeskind' Exhibition Poster
Cornel Windlin, 1994
'Living Surfaces' Conference Poster
P. Scott Makela, 1993

'Fluxus Vivus' Festival Poster
Rick Valicenti & Mark Rattlin, 1993
Work from London
Graphics, visual languages and culture
A British Council Exhibition
Art Center College of Design Recruitment Poster
Denise Gonzales Crisp. 2000
2000 – 

Default Design
Individualism
Fragmentation
Multiplicity
Irony

Build
Experimental Jetset
M/M (Paris)
Karel Martens
Maureen Mooren
Mevis & van Deursen
Jonathan Puckey
Michael Worthington
45
‘No Ghost Just a Shell’ Poster
Commission
M/M (Paris), 2000

46
‘Ann Lee: Witness Screen’ Film Poster
M/M (Paris), 2002
the first step is always the hardest and i want to point out that those who refuse to recognize the first step cannot even reach the second step. the third step should be quite leading you into the fourth step. all the fifth step will teach you what you know that would be the sixth step and then move onto the seventh step. what happens the eighth step can only occur after the first seven have been successful. that is what makes the nineth step so powerful here. in the eleventh step, there is no escape. seems to all come together work went into it no need to spell out the twelfth step here. since you already know it. you will count thirteen steps above but there is no thirteenth step.
49
‘Graphic Design in the White Cube’
Exhibition Poster
Mevis & van Deursen, 2006

50
‘Holland Festival’
Poster
Maureen Mooren, 2007
*Results 1-10 of about 16,000,000 for Helvetica (0.05 seconds).
Results 1-10 of about 22,180,000,000 for A (0.11 seconds). Results 1-10 of about 204,000,000 for Documentary (0.05 seconds). Results 1-10 of about 1,450,000,000 for Film (definition) (0.09 seconds). Results 1-10 of about 17,310,000,000 for by (0.23 seconds). Results 1-10 of about 13,100 for Gary Hustwit (0.13 seconds).

Meet the cast:

A B C D
E F G H I J K
L M N O P
Q R S T U V
W X Y Z

Now see the movie:

Helvetica

A documentary film by Gary Hustwit
Poster for ‘Forms of Inquiry’ Exhibition
Michael Worthington, 2007

‘Out of Print’ Exhibition Poster
Mevis & van Deursen, 2007
Poster for 'Forms of Inquiry' Exhibition
Karel Martens & David Bennewith, 2007
Bibliography

Armin Hofmann (Poster Collection)
—Museum für Gestaltung Zürich

Graphic Design: A Concise History
—Richard Hollis

A History of Graphic Design
—Philip B. Meggs

Swiss Graphic Design: The Origins and Growth of an International Style
—Richard Hollis

Max Bill: Typografie
—Gerd Fleischmann, Hans Rudolf Bosshard, Christoph Bignens

Images of an Era: the American Poster 1945–75

Typography Now Two: Implosion
—Rick Poynor

8vo: On the outside
—Mark Holt & Hamish Muir