

Poster 1

Swiss Style Now

A compendium of design from the international typographic style

The Cooper Union

Herb Lubalin Gallery

New York City, NY

Opening reception: January 17, 7 pm

Ongoing exhibition: January 18–February 2

Exhibition is free and open to the public. No reservations or tickets necessary. Groups also welcome.

Handout 1

(all the information of the poster, plus the following)

The Swiss style of graphic is perhaps the most influential movement of the 20th century. It came to fame in the 1950s, as a clear graphic language of communication, and became a hallmark style internationally.

The “Swiss Style Now” exhibition provides a current view of the graphic design scene in Switzerland from the last five years and features more than 120 works from different generations of Swiss designers. Pieces by a hundred currently working Swiss designers, including Ludovic Balland, Stephan Bundi, Büro Deconstruct, Melchior Imboden, NORM, Felix Pfäffli, Tania Prill, Ralph Schraivogel, Niklaus Troxler, Martin Woodtli, Jonas Vögeli and more, will be on view. Posters, books, brochures, flyers and more make up the body of printed matter being highlighted.

Poster 2

Swiss Style Now

A compendium of design from the international typographic style

Museum of Design

Adrian Frutiger Gallery

Zürich, Switzerland

Opening reception: February 7, 8 pm

Ongoing exhibition: February 8–March 14

Exhibition will only be available to museum members. No reservations or tickets necessary.

Handout 2

(all the information of the poster, plus the following)

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