

# swiss style now

a compendium of design from  
the Swiss international  
typographic style

The Cooper Union  
Herb Lubalin Gallery  
New York City, NY

**Ongoing exhibition:**  
January 18–February 2

**Opening reception:**  
January 17, 7 pm

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.