



# Armin Hofmann

**Armin Hofmann** is a graphic designer born in Switzerland, in 1920. He felt that one of the best and most efficient forms of communication was the poster and spent much of his career designing them. Hofmann's designs were based on optical qualities of abstraction: light and dark, curve and angle, organic and geometric.

After studying at the School of Arts and Crafts in Zurich, Hofmann worked as a lithographer and opened a studio in Basel. One day on a train, he met Emil Ruder and found out that the Basel School of Arts and Crafts needed a teacher. He took the position and remained there for another 40 years. In 1965, Hofmann then published Graphic Design Manual.

**“What few people have realized about Hofmann is that behind the artistic beauty of his design was a strong conviction about cultural, moral and social issues.”**  
– Friedman

Armin Hofmann's designs sought to find a new visual language that would be appropriate for a complex technological world. His influence on future generations of designers is that the power and elegance of simplicity and clarity can be seen through classic design.

