NEW WAVE TYPOGRAPHY
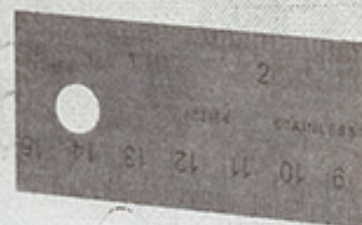
WOLF-GANG WEIN-GART

Wolfgang Weingart is the most important graphic designer of the New Wave era as he is known to have broken the rules of typography at the time. He was the most influential teacher and design philosopher. Weingart was chosen as a teacher at the Basel School of design and he thought graphic design pioneers April Geinman and Dan Friedman.

Born in Germany in 1941, Wolfgang first started off as an independent graphic designer and later became a professor at Kunstgewerbeschule in Basel[3]. New Wave was introduced when there was an Anti War & Peace movement. Graphic design trends at the time included bold bright colors and sans serif typeface. His prime influence comes from his teachers Armin Hoffmann and Emil Ruder, who are major designers from the 1950s and 1960s and based themselves around Swiss typography.

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[NEW WAVE TYPOGRAPHY]

New Wave, also called Swiss Punk typography, refers to a style of sans-serif typography which does not follow the grid structure and standard typographic rules in the 1970s. New Wave focuses on readability rather than legibility, meaning the style is often chaotic and follows no rules.

Influenced by Punk and postmodern language, New Wave is considered to be the breakthrough of the traditional Swiss style. Some main characteristics include using different typefaces, inconsistent letter-spacing, various type weights within single words and typeset at non-right angles.
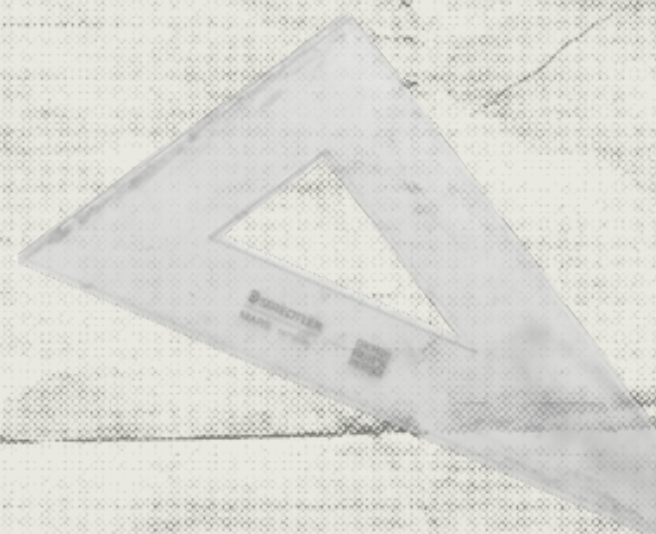
[NEW WAVE TYPOGRAPHY]

The birth of New Wave typography gave artists a sense of creative freedom rather than following a prominent trend. As new technology evolved, New Wave embraced new digital techniques of the time and moved away from the const-trained International Style in Switzerland.

Postmodernism manifested itself as a movement departing from modernism developed in the late 20th century across fashion, architecture, and the arts in general. Postmodernism critiques notions of morality, science, and human nature and by the late 1980 and 1990s, its notions have been applied across fields of philosophy, literature, architecture and design. Postmodern graph-ics are characterized as "retro, techno, punk, grunge, parody" and were trends that stood out[1].

Weingart's techniques are reminiscent of the Dadaist movement, which focused on using type in unconventional ways such as having letters float or having letters used as a side graphic element[2]. New Wave revolutionized typography because it made artists and designers question their work and use type in creative manners. New Wave was a new and radically different approach to typography which was never seen.

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[FLIP]

Herbert **Bayer**

Das künstlerische Werk
1918–1938

GEWERBE
MUSEUM
BASEL

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24.–28.3.1981
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18.
Internationale Lehrmittelmesse

18.
**DIDACTA
EURODIDAC**