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1940
The Swiss Style has also been referred to as the international Typographic Style or the International Style that originated in Switzerland in the 1930s and 1950s. The style favoured cleanliness, legibility, and impartiality through basic graphic design principles. It was also established that design should be as invisible as possible and the designer's subjectivity should be pushed aside in order to create graphic work that would shine on its own. Swiss Design eventually became the International Typographic Style as it expanded around the world in the 1950s.
Armin Hofmann is one of the main pioneers of the Swiss Style who studied under Ernst Keller. His compositions were simple, to the point, and very graphic. Many of his posters included striking black and white photography with high contrast. He developed a curriculum that is still taught at the School of Design in Basel to this day and was an important designer who brought the Swiss Style to the United States. His body of work is very extensive, including posters, exhibitions, stage design, logos & sign systems.
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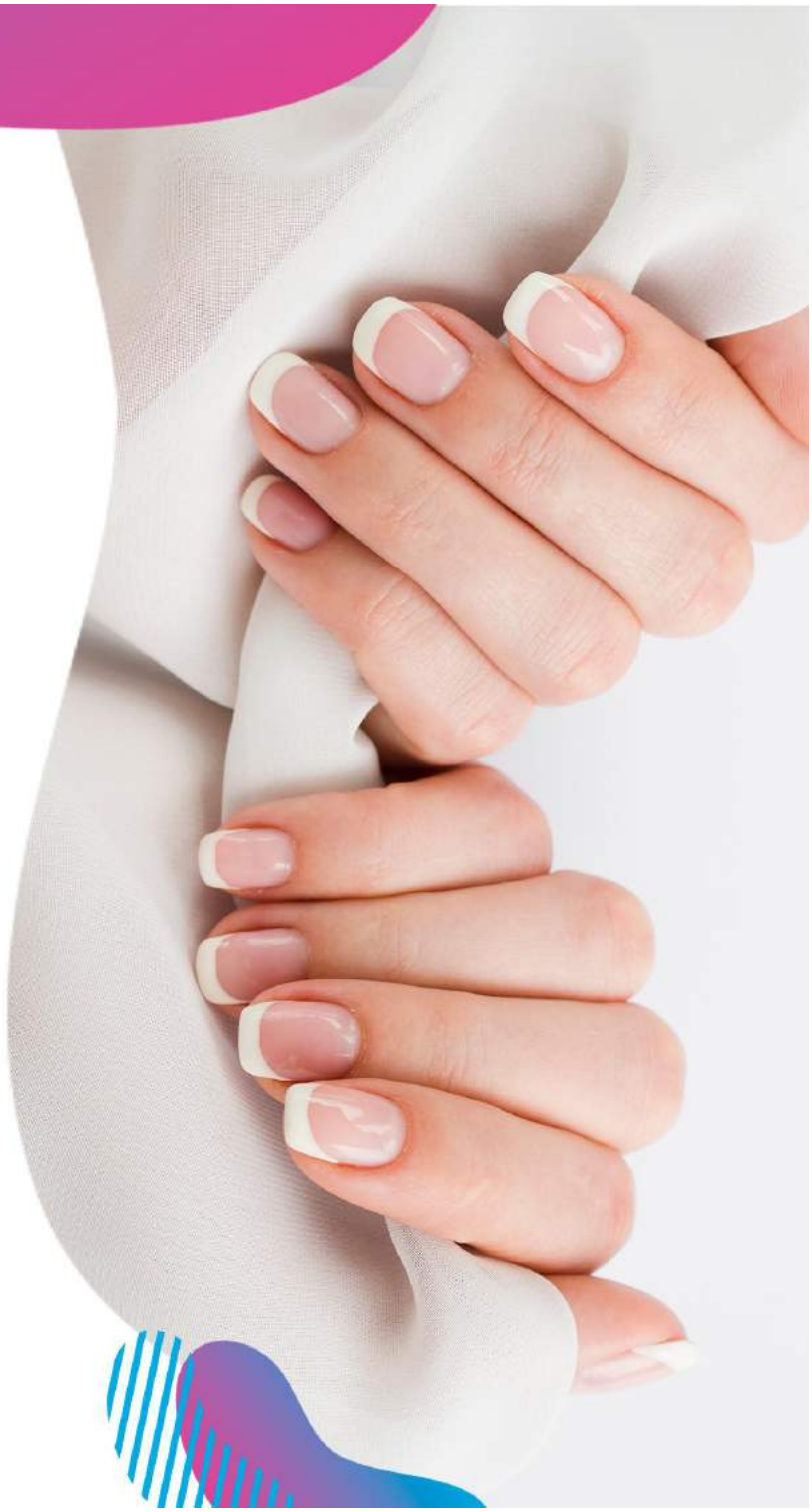

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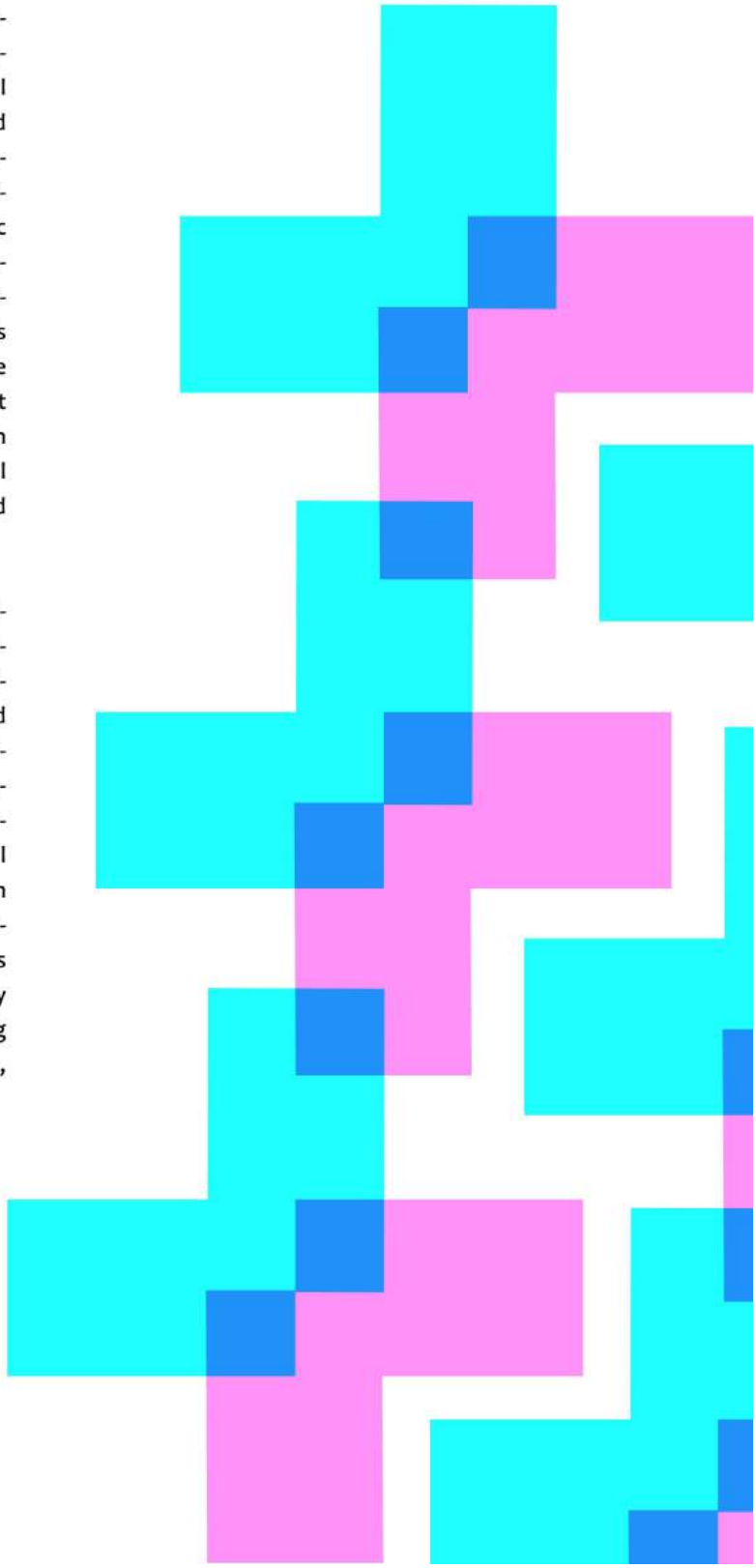

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