

## Table of Contents

|                                                                                                                                                                             |                                                                      |                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------------------------|
| A Visual Approach to the History of Swiss Graphic Design and Typography<br><i>Sandra Bischler, Sarah Klein, Jonas Niedermann, Rudolf Barmettler, Michael Renner</i><br>p. 7 | Mixed Lots<br><i>Ueli Kaufmann</i><br>p. 90                          | Exhibition Designs<br><i>Sara Zeller</i><br>p. 200            |
| Advertisements<br><i>Ueli Kaufmann, Sara Zeller</i><br>p. 12                                                                                                                | Letter of Correspondence<br><i>Sandra Bischler</i><br>p. 104         | Handwriting Instructions<br><i>Ueli Kaufmann</i><br>p. 208    |
| Reproductions<br><i>Sandra Bischler, Sarah Klein</i><br>p. 22                                                                                                               | Press Photos<br><i>Roland Früh</i><br>p. 111                         | Portfolio<br><i>Chiara Barbieri, Davide Fornari</i><br>p. 222 |
| Corporate Printed Matter<br><i>Chiara Barbieri, Davide Fornari</i><br>p. 38                                                                                                 | Basic Exercises<br><i>Sarah Klein</i><br>p. 115                      |                                                               |
| Entrance Exam Concept<br><i>Sarah Klein</i><br>p. 45                                                                                                                        | Evening Course Documents<br><i>Constance Delamadeleine</i><br>p. 130 |                                                               |
| Installation View<br><i>Sara Zeller</i><br>p. 51                                                                                                                            | Designer Portraits<br><i>Roland Früh</i><br>p. 133                   |                                                               |
| Student Work<br><i>Sandra Bischler</i><br>p. 53                                                                                                                             | Student Magazines<br><i>Sandra Bischler</i><br>p. 141                |                                                               |
| Chronological Diagram<br><i>Roland Früh, Ueli Kaufmann</i><br>p. 63                                                                                                         | Timetables<br><i>Rudolf Barmettler, Jonas Niedermann</i><br>p. 155   |                                                               |
| Type Catalog<br><i>Constance Delamadeleine</i><br>p. 66                                                                                                                     | Blogpost<br><i>Roland Früh</i><br>p. 163                             |                                                               |
| Legal Documents<br><i>Rudolf Barmettler, Jonas Niedermann</i><br>p. 70                                                                                                      | Type Training Documents<br><i>Sarah Klein</i><br>p. 165              |                                                               |
| Award Catalogs<br><i>Jonas Berthod</i><br>p. 74                                                                                                                             | Christmas Cards<br><i>Constance Delamadeleine</i><br>p. 180          |                                                               |
|                                                                                                                                                                             | Teaching Materials<br><i>Sandra Bischler</i><br>p. 183               |                                                               |

## Table of Contents

Figures of Speech  
*Chiara Barbieri, Jonas Berthod,  
Constance Delamadeleine,  
Davide Fornari, Sarah Owens*  
p. 7

Associations  
*Chiara Barbieri*  
p. 12

Awards  
*Jonas Berthod*  
p. 19

Careers  
*Jonas Berthod*  
p. 32

Clients  
*Chiara Barbieri*  
p. 49

Collaboration  
*Jonas Berthod*  
p. 63

Gender  
*Chiara Barbieri*  
p. 83

Location  
*Constance Delamadeleine*  
p. 96

Studio  
*Jonas Berthod*  
p. 112

Swiss Made  
*Constance Delamadeleine*  
p. 127

Training  
*Chiara Barbieri*  
p. 141

Typography  
*Constance Delamadeleine*  
p. 161

List of Interviews  
p. 172

Biographies  
p. 175

## Table of Contents

Reading between the Lines  
of Swiss Graphic Design  
History  
*Roland Früh, Ueli Kaufmann,  
Peter J. Schneemann,  
Sara Zeller*  
p. 7

Cave Paintings—Continu-  
ities and Progress in  
Graphic Designers' Histo-  
ries  
*Ueli Kaufmann*  
p. 14

Die besten Plakate/  
Les meilleures affiches—  
The Early Years of the  
National Poster Award,  
between Federal Support  
and Stylistic Authority  
*Sara Zeller*  
p. 26

Hotspot Milan—The Perks  
of Working on the  
Other Side of the Alps  
*Chiara Barbieri,  
Davide Fornari*  
p. 38

Iconophile—Debating the  
Role of the Poster Collector  
Fred Schneckenburger  
in the Historiography of  
Swiss Graphic Design  
*Sara Zeller*  
p. 49

In eigener Sache—Editorial  
Statements Addressing the  
Readership  
*Roland Früh*  
p. 63

Kunsthalle Bern—Graphic  
Design in the Context of  
an Institution for Contem-  
porary Art  
*Roland Früh, Ueli Kaufmann,  
Peter J. Schneemann,  
Sara Zeller*  
p. 79

Lehni Frame—Implications  
of Displaying Graphic  
Design  
*Sara Zeller*  
p. 92

Netzwerke / Réseaux/  
Networks—A Relaunch to  
Reposition Federal Design  
Promotion  
*Jonas Berthod*  
p. 101

Neue Schweizer  
Schulschrift—Tracing  
Exchanges between  
Modernist Typography  
and Swiss Handwriting  
*Ueli Kaufmann*  
p. 111

Popular Culture—How the  
Museum für Gestaltung  
Zürich Promoted the Every-  
day in Graphic Design  
*Robert Lzicar*  
p. 126

Schweizer Graphik—Curat-  
ing Switzerland as a  
Graphic Design Nation  
in 1925  
*Roland Früh, Ueli Kaufmann,  
Robert Lzicar, Sara Zeller*  
p. 140

Sonderstellung—Debating  
the Status of Graphic  
Design Education at the  
Kunstgewerbeschule  
Zürich  
*Rudolf Barmettler,  
Jonas Niedermann*  
p. 152

## Table of Contents

The Basel School—Decon-  
structing Labels of Swiss  
Graphic Design Education  
*Sarah Klein,  
Sandra Bischler*  
p. 161

Unfamiliar Writing Forms—  
Instances of Various Scripts  
in Swiss Graphic Designers'  
Publications  
*Ueli Kaufmann*  
p. 169

Visualiste—Defining a  
New Job Title within  
Graphic Design in France  
*Constance Delamadeleine*  
p. 181

Weltformat—Setting  
(Swiss) Display Aesthetics  
for Posters  
*Sara Zeller*  
p. 187

## Table of Contents

A Never-ending Story:  
From the History of Swiss  
Graphic Design to Swiss  
Graphic Design Histories  
*Davide Fornari, Robert Lzicar,  
Sarah Owens, Michael Renner,  
Arne Scheuermann,  
Peter J. Schneemann*  
p. 4

Authors  
p. 8

Synoptic Keyword Index  
p. 10

Abbreviations  
p. 14

References  
p. 18

Acknowledgments  
p. 65

Imprint  
p. 66