The Space Age

- Graphic Design
  - Switzerland

- Max Miedinger designs Neue Haas Grotesk font, later renamed Helvetica

- Mathematical grids are the most natural vehicle to convey information

- Max Bill (1908)
- Armin Hofmann (1920)

(1945)
The Space Age

• Graphic Design
  – Italy
    • Giovanni Pintori (1912)
    • Armando Testa (1917)
The Space Age

- **Graphic Design**
  - Italian posters

Anselmo Ballester (1897): "Salome" (1953)
Alfredo Capitani (1895): "Gilda" (1946)
Gino Boccasile (1901): "Paglieri" (1950)
The Space Age

• Graphic Design
  – New York
    • Paul Rand (1914): visual metaphors
    • Cipe Pineles (1910): color and pattern
    • The Doyle Dane Bernbach advertising agency: text and image are separated but interdependent
    • Otto Storch (1913)
The Space Age

- Graphic Design/ New York
  - Will Burtin (1908, Germany): information graphics
    - Explaining science visually

Antiobiotics chart (1951)

The brain (1954)
The Space Age

- Graphic Design/ New York
  - Will Burtin: and beyond graphics

Travelling exhibition “Genes in Action” (1967)

Large-scale model of “The Human Cell” (1958)
The Space Age

- Graphic Design
  - New York
    - Henry Wolf (1925)
    - Herb Lubalin (1918): the Swiss grid
    - George Lois (1931)
    - Push Pin Studios (1954): revisiting art history of all periods
    - Harvey Kurtzman (1924)

(1967, by Milton Glaser)
The Space Age

- Graphic Design
  - Japan: modernism + tradition
  - Yusaku Kamekura (1915)
The Space Age

• Graphic Design
  – Japan
    • Kazumasa Nagai (1929)

(1968)  (1967)  (1965)
The Space Age

• Graphic Design
  – Japan
• Kazumasa Nagai (1929)
The Space Age

- Graphic Design
  - Japan
    - Masuda Tadashi (1922)
    - Ikko Tanaka (1930)
The Space Age

- Graphic Design
  - Japan
    - Tadanori Yokoo (1936, Japan)
      - Dada and comic strips
The Space Age

- Graphic Design
  - Europe
    - Robert Massin (1925, France)
      - Futurist art and comic strips
    - Wim Crouwel (1928, Holland)
    - Steff Geissbuhler (1942, Switzerland)
The Space Age

• Graphic Design
  – 1960s: The competition of tv advertising combined with increased paper, ink and postage costs forces magazines to shrink size
The Space Age

- Graphic Design
  - Poster craze because of social activism and psychedelia
    - Victor Moscoso (1936)
    - Peter Max Finkelstein (1937)
    - Wes Wilson (1937)
This is a chapter in piero scaruffi’s “A Visual History of the Visual Arts”: http://www.scaruffi.com/art/history