

CONTENTS

ROBERT LZICAR, DAVIDE FORNARI

Writing Graphic Design History in Switzerland 8

TEAL TRIGGS

Curating Graphic Design and its History 18

Section 1: Education

FRANÇOIS RAPPO

*Teaching Type Design in Switzerland 1920–1990:
Research Questions, Hypotheses and “Hot Spots”* 54

INVAR-TORRE HOLLAUS, LESLIE KENNEDY, MICHAEL RENNER

*A Research Foundation for Analyzing Historical Context:
Building the Basel School of Design Archive* 74

PETER VETTER

History of the Kunstgewerbeschule Zürich and Following Institutions 95

Section 2: Practice

CONSTANCE DELAMADELEINE

*The Last Fifty Years of Graphic Design in Western Switzerland (1964–2014):
A Status Report* 122

FRANZISKA NYFFENEGGER

*Alpine Arcadia on Funny Cows:
A Contribution to the History of Swiss Everyday Graphic Design* 136

DAVIDE FORNARI

Swiss Style Made in Italy: Graphic Design Across the Border 152

Section 3: Dissemination

BETTINA RICHTER

The Simultaneity of the Non-Simultaneous:

The Plakatsammlung of the Museum für Gestaltung Zürich

as Historiographic Source 190

ROLAND FRÜH, CORINA NEUENSCHWANDER

The Missing Years of the Most Beautiful Swiss Books (1946–1948):

An Approach to Design Research on the Road 209

BARBARA JUNOD

Collaborative Historiography Under Institutional Constraints:

The “Wolfgang Weingart: Typography in Context” Research Project and

“Weingart Typography” Exhibition 226

ROBERT LZICAR, AMANDA UNGER

Designed Histories: Visual Historiography and

Canonization in Swiss Graphic Design History 249

Post Scriptum

ROBERT LZICAR, DAVIDE FORNARI

Histories to be Written 278

ROBERT LZICAR, DAVIDE FORNARI

Repertoire on Swiss Graphic Design 283

Biographies 313

Credits 324