The Space Age

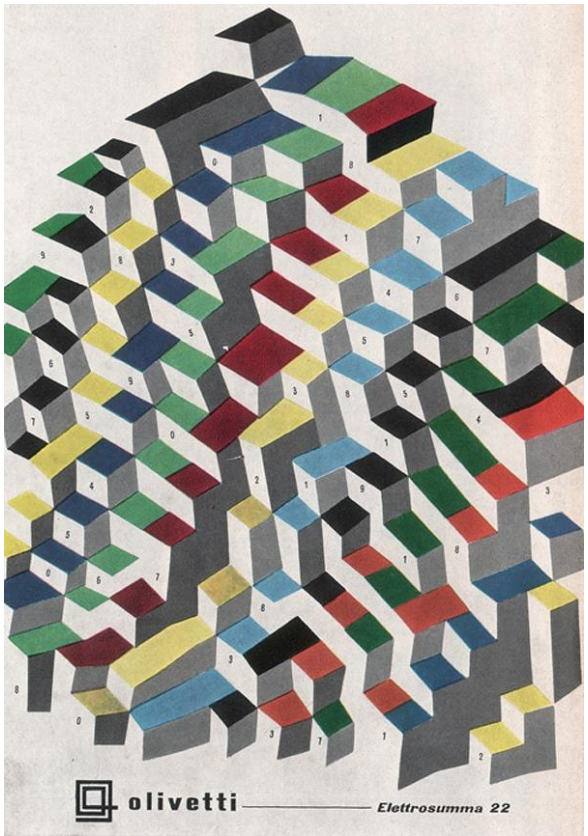
- **Graphic Design**
  - **Switzerland**
    - **Max Miedinger designs Neue Haas Grotesk font, later renamed Helvetica**
    - **Mathematical grids are the most natural vehicle to convey information**
    - **Max Bill (1908)**
    - **Armin Hofmann (1920)**

(1945)

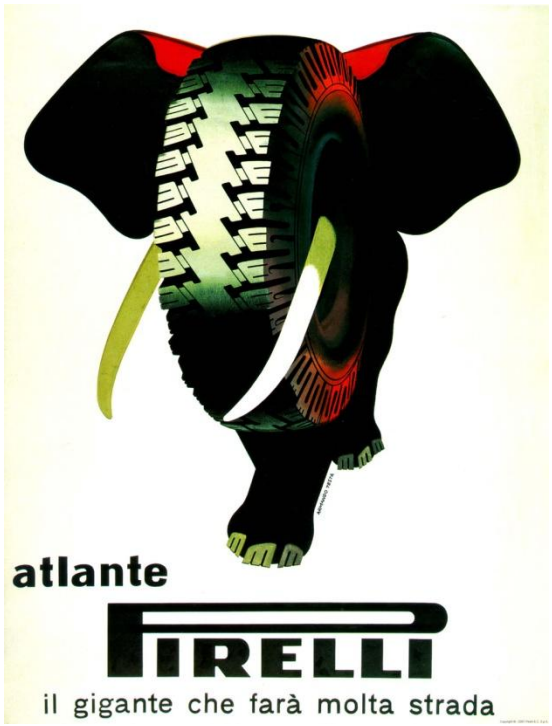
1958

The Space Age

- **Graphic Design**
  - **Italy**
    - **Giovanni Pintori (1912)**
    - **Armando Testa (1917)**



1956



1955

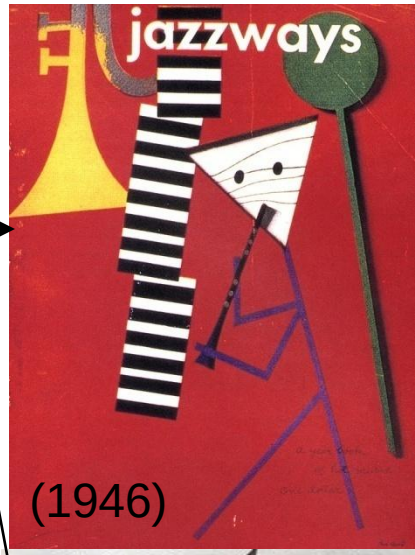
The Space Age

- **Graphic Design**
  - **Italian posters**

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

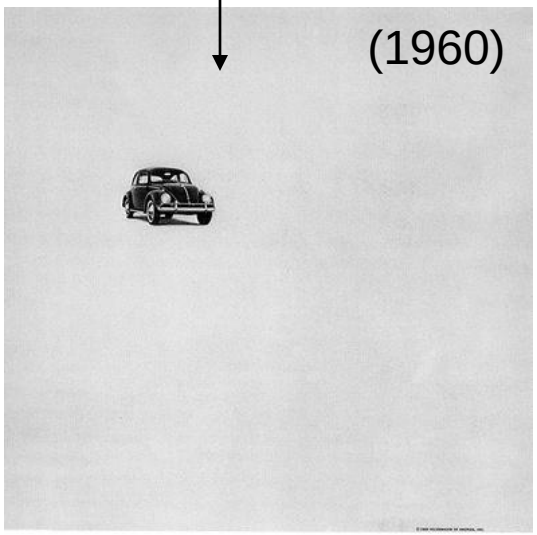
The Space Age

- **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)**



(1946)

(1949)



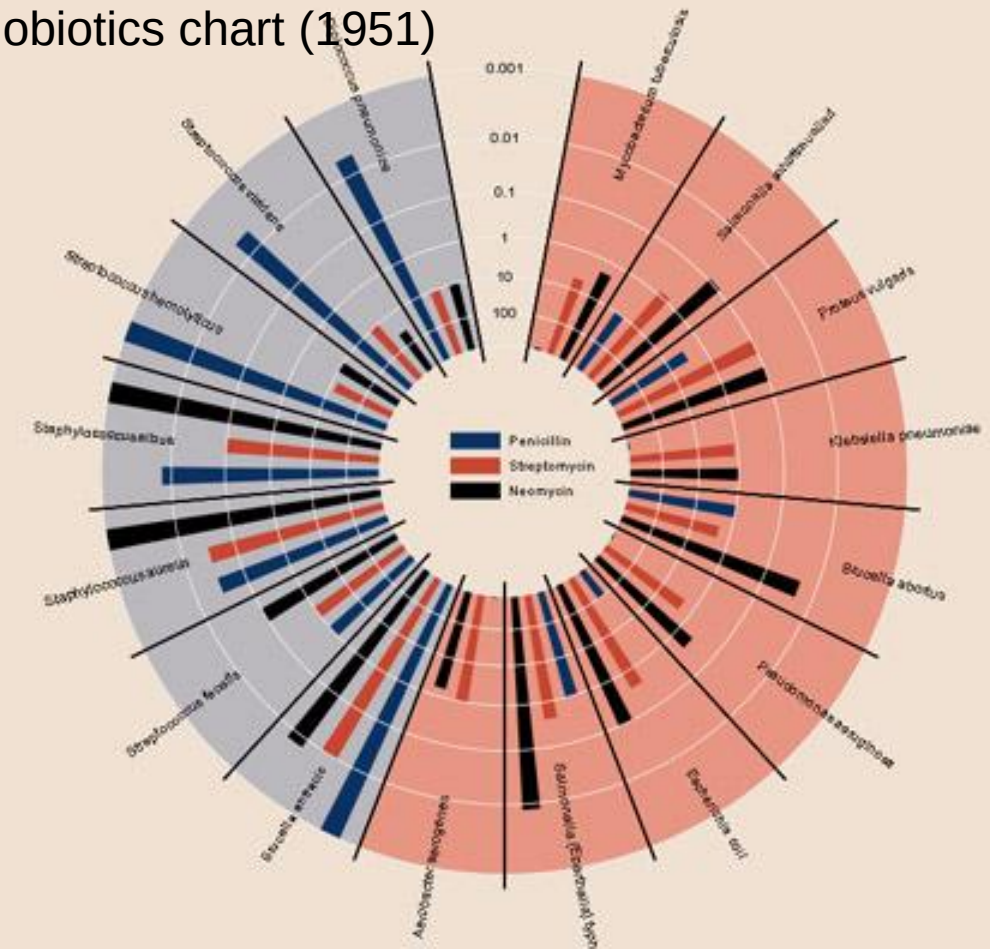
(1960)

(1956)

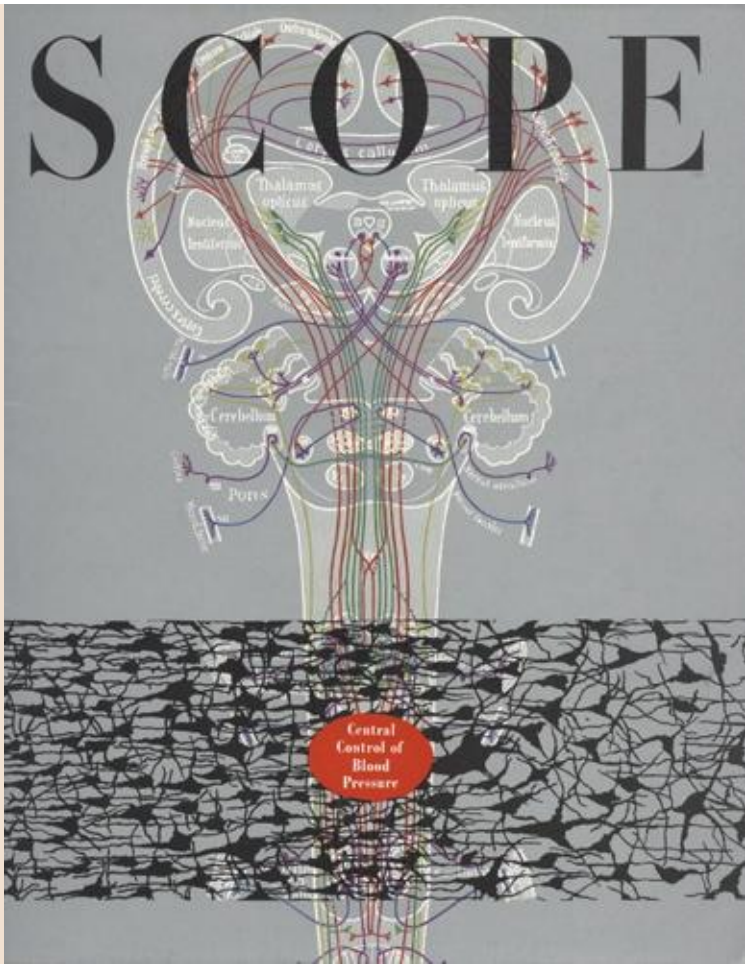
The Space Age

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

Antiobiotics chart (1951)



The brain (1954)

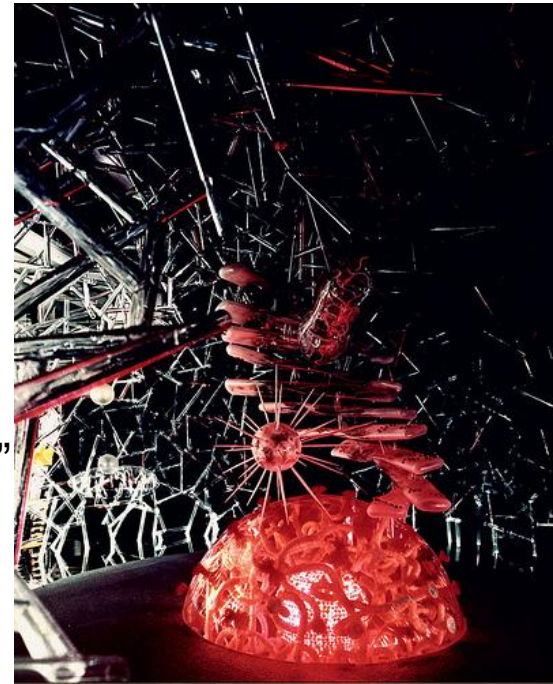


The Space Age

- **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)**

(1969)

(1962)

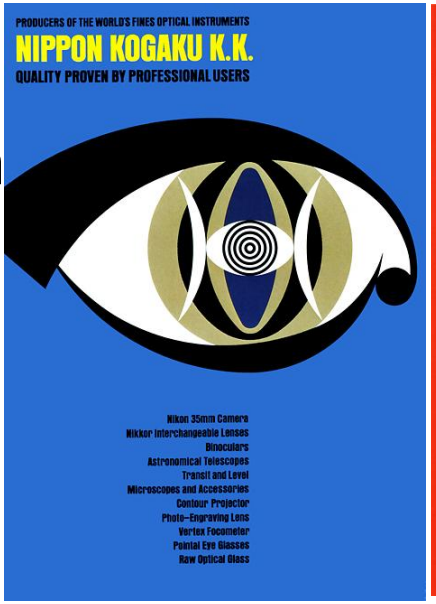
(1967, by Milton Glaser)

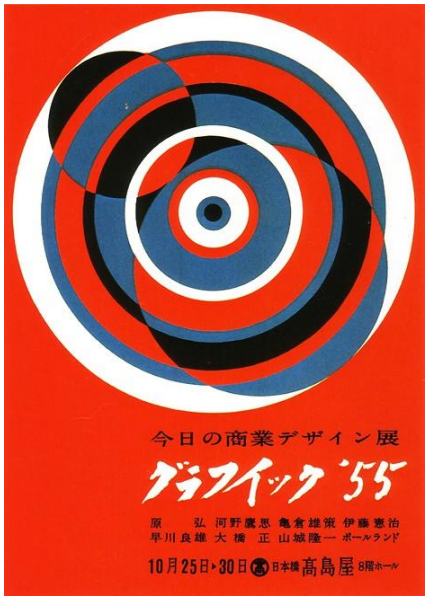
(1960)

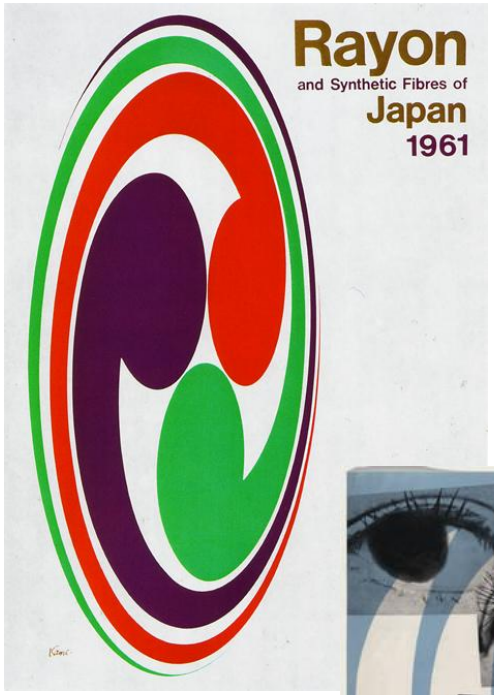
(1965)

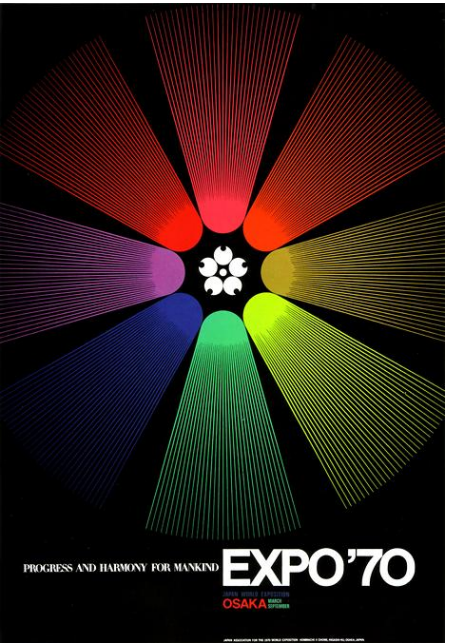
The Space Age

- **Graphic Design**
  - **Japan: modernism + tradition**
    - **Yusaku Kamekura (1915)**









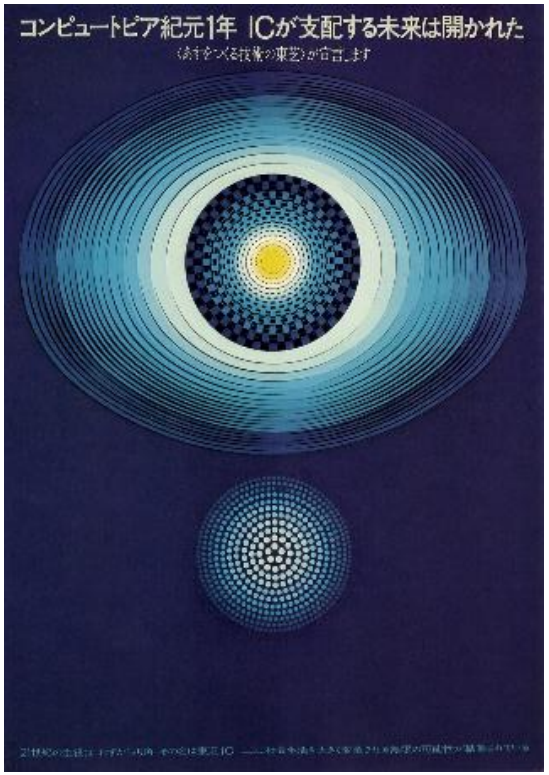
(1950s)

The Space Age

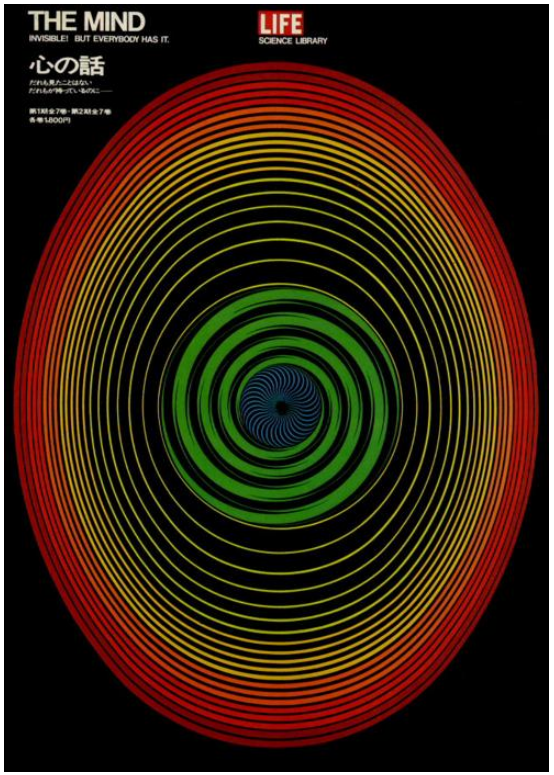
- **Graphic Design**
  - **Japan**
    - **Kazumasa Nagai (1929)**

(1968)

(1967)



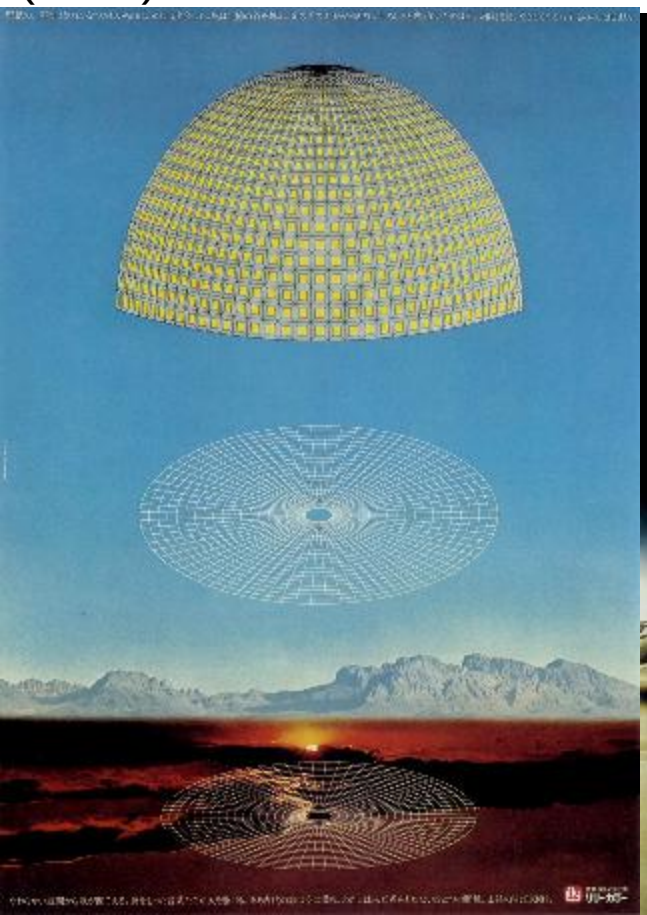
(1965)



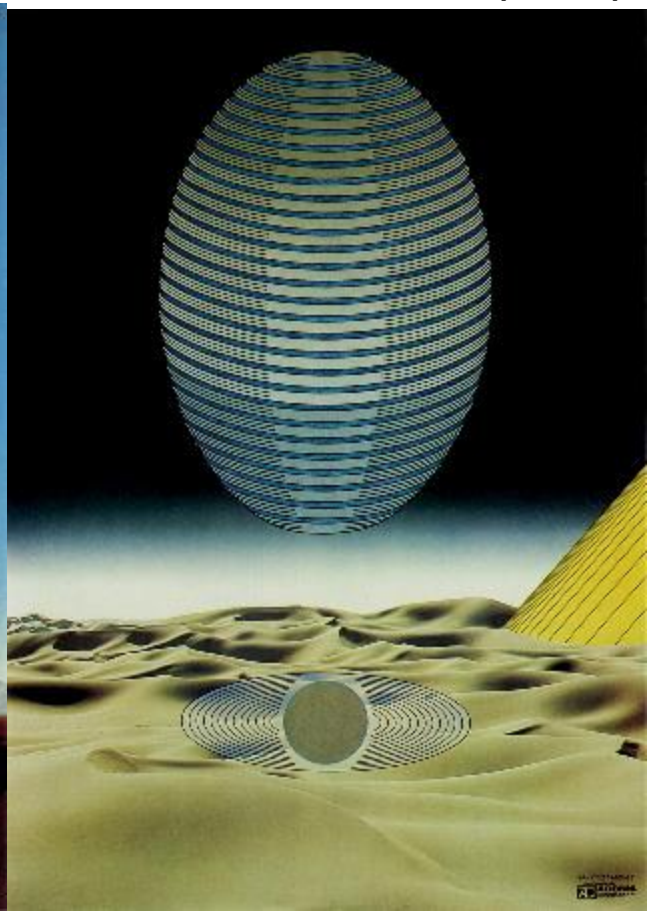
The Space Age

- **Graphic Design**
  - **Japan**
    - **Kazumasa Nagai (1929)**

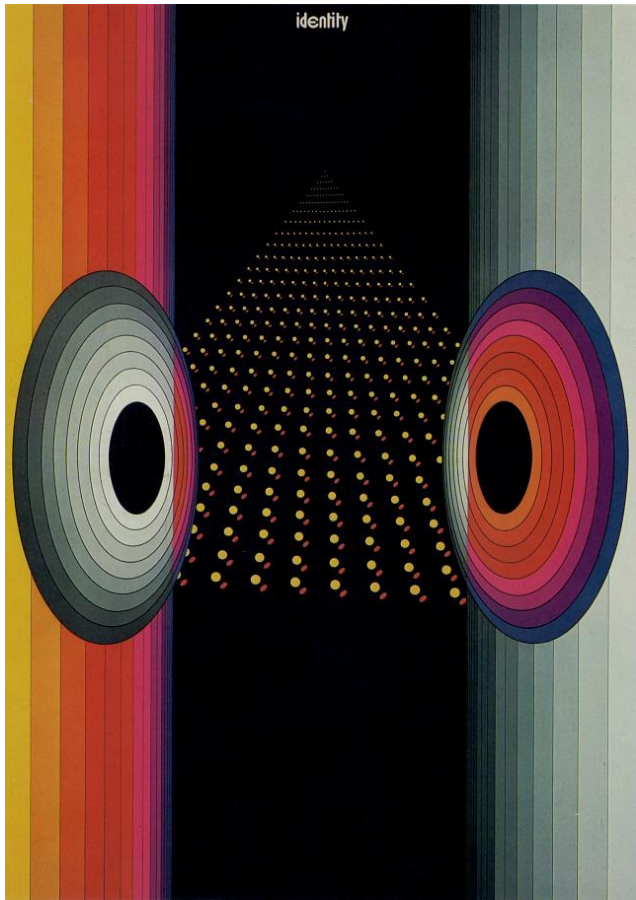
(1974)



(1976)



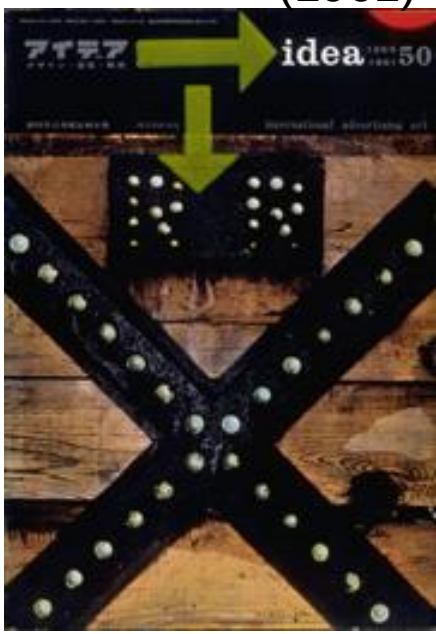
(1976)



The Space Age

- **Graphic Design**
  - **Japan**
    - **Masuda Tadashi (1922)**
    - **Ikko Tanaka (1930)**

(1961)



(1965)

(1959)

(1981)

The Space Age

- **Graphic Design**
  - **Japan**
    - **Tadanori Yokoo (1936, Japan)**
      - **Dada and comic strips**

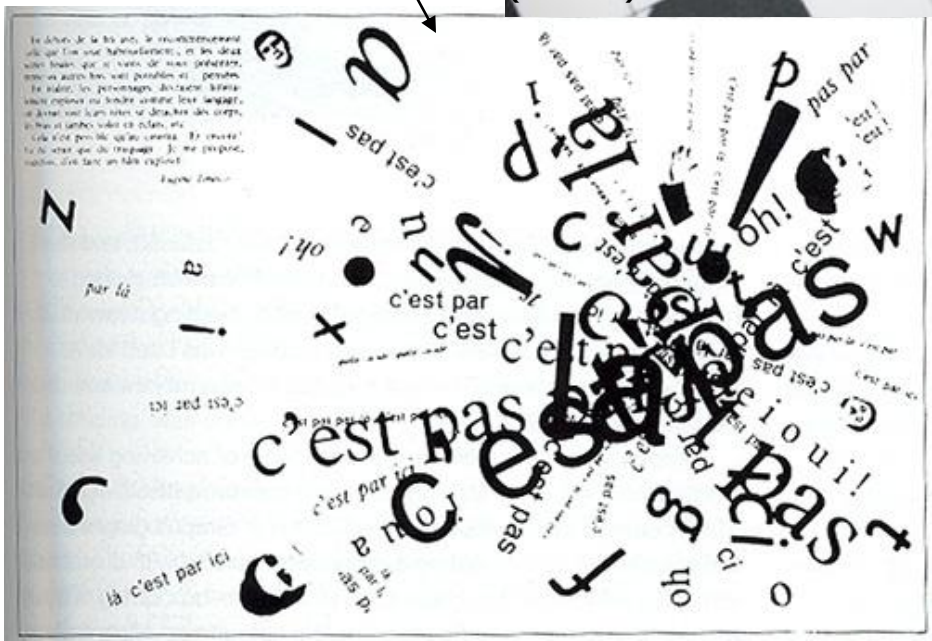
(1966)

The Space Age

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

(1968)

(1964)



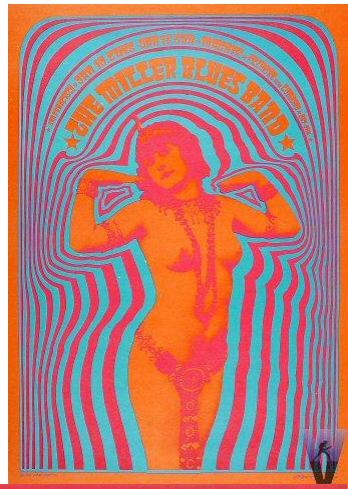
(1965)

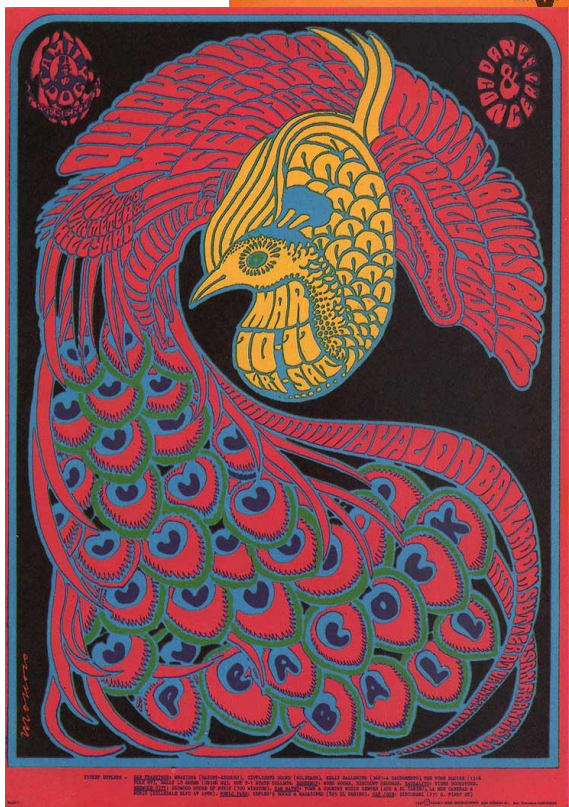
The Space Age

- **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