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"Out went symmetry, ornament and drawn illustration; in came white space, plain letterforms and photographs," Richard Hollis writes in his insightful book that examines the progression of Swiss style dating from 1920s. Many theories (honest representation) and principles (grid systems) are still applicable to today's design.

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What Exactly Is Swiss Design, Anyway?

These chief components of the Swiss style spread across the world and their influence is still seen today. 'Swiss Graphic Design' gives a rich and fascinating account of this key period in graphic design history, setting the stylistic developments into the social and cultural context of the times.

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Richard Hollis is a graphic designer and scholar of design. His previous books include *Graphic Design: A Concise History* (2002). "Swiss Graphic Design showcases the Swiss style as captured in a wide range of media from 1920 to 1965, and its last chapter takes a look at how it came to be accepted internationally and is still emulated today.

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Swiss Graphic Design: The Origins and Growth of an International Style 1920-1965 by Richard Hollis. This book offers a rich and fascinating account of Swiss graphic design history, setting the stylistic developments into the social and cultural context of the times. The first truly comprehensive account of the origins and development of the 'Swiss' style, it includes an explanation of why Swiss graphic design looks the way it does by a leading graphics scholar.

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Swiss Graphic Design: The Origins and Growth of an ...

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A presentation by Richard Hollis

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In 2015 six Swissted posters were chosen for Swiss Style, an exhibition at the Museum of Design, Zürich and are now archived in its permanent collection. In

2017 See Hear, a type-centric Swissted poster show, opened at the Type Directors Club. In 2018 a collection of Swissted prints were added to the permanent collection of the Poster House ...

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Richard Paul Lohse - Wikipedia

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