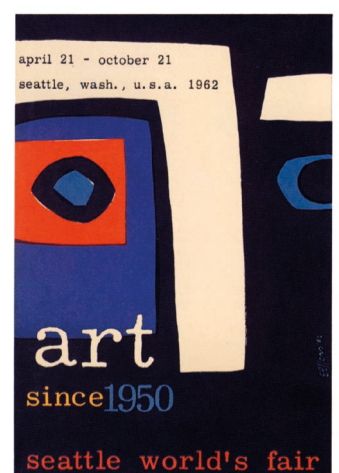
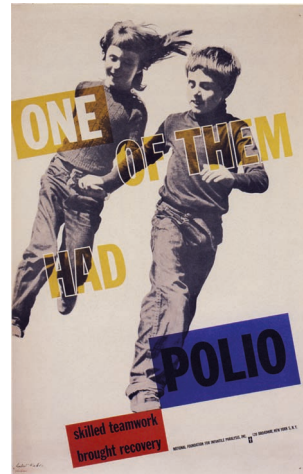
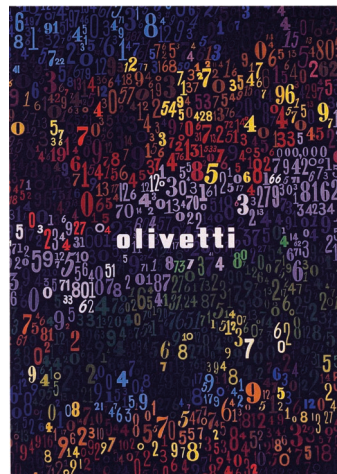
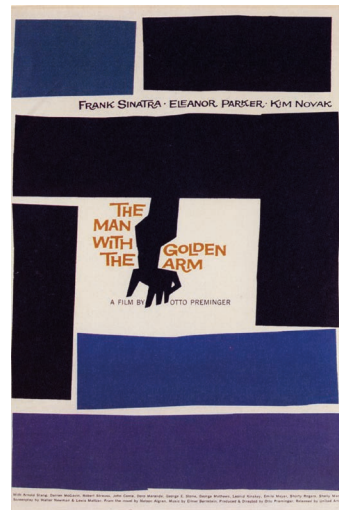
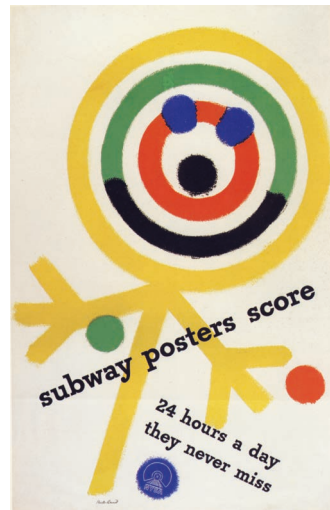


Internationaler typografischer Stil

Ca. ab 1945

Wichtige Namen:

Joseph Binder
 Alexey Brodovitch
 Max Huber
 Yusaku Kamekura
 Herbert Leupin
 Alvin Lustig
 Herbert Matter
 Cipe Pineles
 Giovanni Pintori
 Paul Rand
 Willem Sandberg
 Raymond Savignac
 Anton Stankowski
 Ladislav Suttnar
 Carlo Vivarelli
 Klaus Wittkugel
 u.v.m.

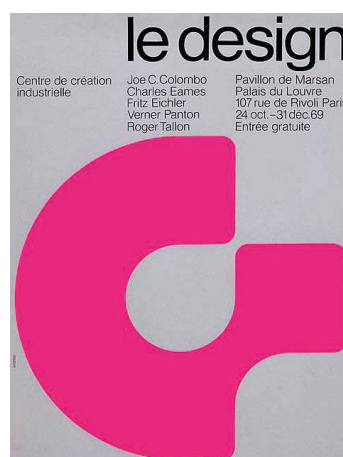
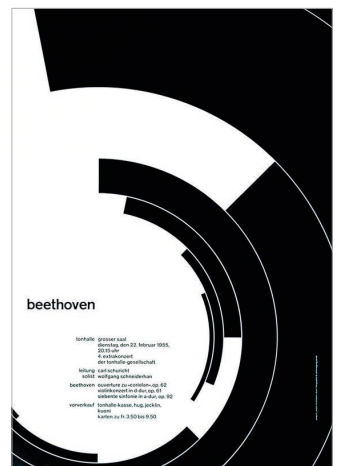
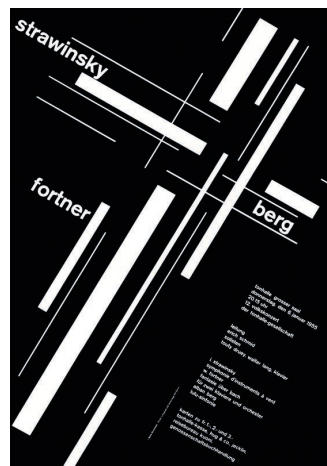
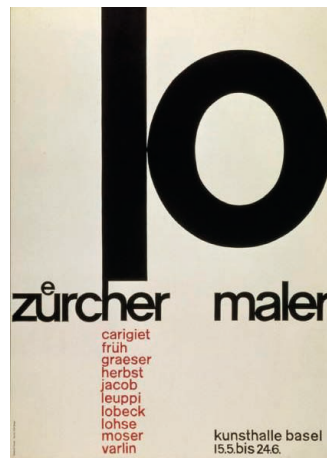


Sachlich-funktionale Typografie (Schweizer Typografie)

Ca. ab 1960

Wichtige Namen:

Otl Aicher
 Max Bill
 Adrian Frutiger
 Wim Crouwel
 Karl Gerstner
 Armin Hofmann,
 Herbert W. Kapitzki
 Richard Paul Lohse
 Hans Eduard Meier
 Max Miedinger
 Josef Müller-Brockmann
 Celestino Piatti
 Bruno Pfäffli
 Emil Ruder
 Helmut Schmid
 Anton Stankowski
 Ikko Tanaka
 Carlo Vivarelli
 Massimo Vignelli
 Jean Widmer
 Ruedi Wyss
 u.v.m.



Pop und Psychedelic

Ca. ab 1965

Wichtige Namen:

Seymour Chwast
Heinz Edelmann
Milton Glaser
Bill Graham
Rick Griffin
Robert Indiana
Jan Lenica
Roy Lichtenstein
Victor Moscoso
Martin Sharp
Keiichi Tanami
Andy Warhol
Tadanori Yokoo
Stanislaw Zagorski
u.v.m.

