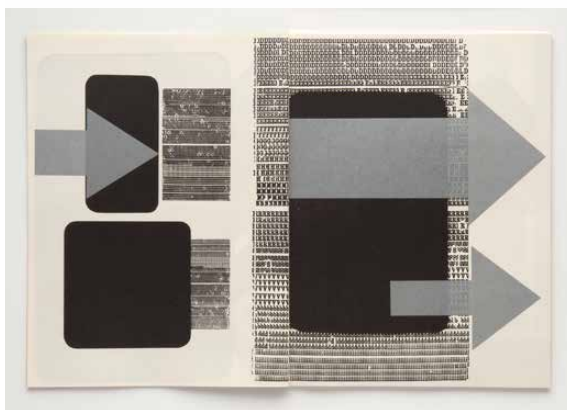


Weingart Typography



Wolfgang Weingart is regarded as the “enfant terrible” of modern Swiss typography. At an early stage he broke with the established rules: He freed letters from the shackles of the design grid, spaced, underlined or reshaped them and reorganized type-setting. Later he mounted halftone films to form collages, anticipating the digital sampling of the post-modern “New Wave”. As a typography teacher at the Basel School of Design Weingart shaped several generations of designers from 1968 onwards. They came from throughout the world and helped him achieve international recognition. Weingart’s experimental design approach and the connection between analog and digital techniques that he called for are topical again today. His life’s work is shown and juxtaposed with works produced through his teaching activity. All the exhibits come from the Museum’s own collections, as the designer donated a major part of his archive to the Museum. In the meantime this material has been electronically recorded and systematically analyzed as part of a research project led by the Institute for Cultural Studies of Zurich University of the Arts and supported by the Swiss National Science Foundation.

2012	Museum für Gestaltung Zürich
2015	Hong Kong Design Institute
2016	Tap Seac Gallery, Macao
2017	Central Academy Fine Arts Museum, Beijing Tongji University College of Design, Shanghai Guangzhou Academy of Fine Arts
Available	Short term
Content	Facsimile with several authentic objets, films no conservatorial restriction
Space	400–600 sqm
Transport	1 box with authentic objects
Fee	On request