

Abstract

The book at hand offers a comprehensive view into an area of work from Max Bill which has heretofore received little attention: typography, advertising and book design. Although Max Bill preferred to see himself as an architect during his lifetime, his first works were primarily in the area of commercial graphics, presenting a substantial part of his artistic oeuvre. This publication makes clear that almost everything that the Swiss avant-garde accomplished around 1930 with regard to habitation- and housing-reform was visualized for the public in the atelier "bill-zürich reklame". Compared to other European centers, this unique monopoly by one graphic designer lends a high documentary value to the commercial graphic work of Max Bill comprehensively published here for the first time.

One discovers Max Bill as the tireless creator of highly individual types and commercial logos as well as an exceedingly versatile and creative designer of advertisements, book designs, posters, stationeries and conceptualizations for countless brochures.

The present book is the first volume of a complete edition of the work of Max Bill, which will be brought out from time to time by the Verlag Niggli.

Inhalt

Max Bill: Bauhaus: Schrift
Konkrete Kunst und Typografie
Verbotene Früchte in der Werbung
Quellentexte
Abbildungen
Werbe-, Geschäfts-, Privatdrucksachen
Plakate

Kataloge
Bücher
Zeitschriften
Aus der Biografie von Max Bill