

Press release | Invitation

**«Swiss Graphic Design Histories»:
Publication will be launched on July 1, 2021**

On July 1st, the editors and contributors, publisher Scheidegger & Spiess and the Berner Design Stiftung invite you to celebrate the launch of the groundbreaking publication «Swiss Graphic Design Histories». A presentation of the publication concept and each volume will be followed by a conversation between the publisher and the designers of the publication.

«Swiss Graphic Design Histories» builds on the results of the research project "Swiss Graphic Design and Typography Revisited". With twelve researchers from seven Swiss universities and a duration of four years, it was the largest academic research project in the field of design funded by the Swiss National Science Foundation SNSF.

The publication of this work now offers a comprehensive overview of the graphic design landscape in Switzerland. Based on extensive research, the findings extend far beyond the usual canon of what is known as "Swiss Style" and has become part of Switzerland's cultural heritage. The publication documents this through numerous archival documents, interviews, and essays discussing key terms and concepts.

You are cordially invited to attend the event at the Bern University of the Arts HKB, Fellerstrasse 11, 3027 Bern, and to celebrate with us afterwards. All lectures and discussions are expected to take place in English. The event will also be broadcast online.

[Registration](#)

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Links:

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[Publication by Scheidegger & Spiess Publishing House](#)

[Project website «Swiss Graphic Design and Typography Revisited» \(sgdtr.ch\)](#)

[About the research project](#)