Karl Gestner

Karl Gerstner was a Swiss designer, typographer, author, and artist. He was Known as “one of the most important innovators in typography, commercial art and corporate design.” He had a significant influence on typography and the history and development of postwar graphic design. Designing Programmes is one of his most important and influential works.

My main inspiration is his used of elements in each piece. I really like how Karl combines a range of images and text together, Karl has also experimented with different perspectives on ways to make each typeface sit in a different position. There are so many techniques used including: overlapping typefaces, the contrast between colour and shapes and composition.

His designs really reflect on my own work as these are techniques that I’m currently trying to experiment with using typography, imagery, colour, shapes and lino printing.

References:

<https://www.typeroom.eu/article/memoriam-karl-gerstner-1930-2016>

<https://www.moma.org/artists/2136>

<https://www.artsy.net/artist/karl-gerstner>

<https://www.eyemagazine.com/review/article/the-designer-as-programmer>

<https://www.pinterest.co.uk/kristianduncan7/karl-gerstner/>

<https://www.lars-mueller-publishers.com/karl-gerstner>

