

Wolfgang Weingart

Weingart was an incredibly influential teacher as well as a design philosopher.

Born in 1941, Germany

His work is considered as 'Swiss typography'.

Weingart is an important figure in the postmodernist movement regarding graphic design

Known for his posters, experimenting with graphic design and typography.

He wanted it to have it's appeal again. Weingart thought the style had lost its meaning because the type had become too refined and orderly.

Weingart rethought the Swiss typographic style, he thought it was too organised and clean.

He pioneered the new wave typography movement, he is known as 'the father' of this movement.

He trained as a typesetter and through his work he then discovered Swiss typography

He inspired many students he taught at the Basle school of design



I really like his poster for the Schwiezer plakat (the Swiss poster). To create this piece he overlapped different shapes and played around with colours and shadows. The mountain shape is representing the Matterhorn.

His students were approaching design in a whole new way, compared to traditional Swiss typography and style.

His new design inspired American design, he encouraged artists who were tired of using sans serif types to experiment with type and graphics.

