PRESS RELEASE

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The Basel School of Design and Its Philosophy: The Armin Hoffman Years, 1946-1986

PHILADELPHIA -- "The Basel School of Design and Its Philosophy: The Armin Hofmann Years, 1946-1986" will be the subject of a major exhibition in the Goldie Paley Gallery at Moore College of Art from November 7 through December 17. The opening reception is on November 7 from 5 to 7 p.m. The public is invited to attend, free of charge. This exhibition, the first of its kind in the country, will feature a selection of posters produced during the past 30 years by teachers associated with and students who have studied in the Basel design program.

The great tradition of poster art in Basel began around the turn of the century and involved such distinguished names as Burkard Mangold, Donald Brun, and Herbert Leupin, among others. Armin Hofmann, director of the graphic arts program at the Basel School of Design since 1968, and a talented and dedicated faculty have worked to turn the Basel School into an internationally acknowledged training center for visual design. The Basel School philosophy is an outgrowth of Bauhaus teachings -- an emphasis on the harmony of art and technology, and of form and function. The program is intended to develop an understanding of the universal principles of communication that underlie all visual art.

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Philip Meggs, professor of design at Virginia Commonwealth University and author of *The History of Graphic Design* discusses in the *AIGA Journal of Graphic Design* the very issue addressed in the exhibition:

If asked what three individuals have had the greatest influence upon American graphic design education in the last 25 years, my answer would have to be Emil Ruder, Armin Hofmann, and Wolfgang Weingart, all from Basel. The course of American graphic design and design education has been definitely altered and expanded by this Swiss influence.

In conjunction with the exhibition, Christine Zelinsky, assistant professor of graphic design at the Philadelphia Colleges of the Arts, will present a slide lecture, "From the Land of Design Through the Landscape of Drawing," at noon on Wednesday, November 12, at Moore College of Art.

"Modernism Gone Wild," a lecture by New York sculptor and designer Dan Friedman, will be held Wednesday, November 19, at 7:30 p.m. in the Moore College auditorium.

The exhibition was organized by gallery director Elsa Weiner Longhauser, and curated by Hofmann. A poster designed by Hofmann will accompany the exhibiton, and the catalog will feature essays by Hofmann, Paul Rand, internationally acclaimed designer; Ken Heibert, chairman of the department of graphic design at the Philadelphia Colleges of the Arts; and Philip Burton, associate professor of graphic design at Yale.

Goldie Paley Galley hours are 10 a.m.- 5 p.m., Monday through Friday, and 10 a.m.- 4 p.m. on Saturday. Group tours are available by calling 568-4515. Press photographs are available upon request.

The public is most cordially welcome and admission is free of charge.

((Ed. Note: Members of the press are invited to attend the opening celebration.))

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