

## 100 Years Of Swiss Graphic Design

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100 Years of Swiss Graphic Design takes a fresh look at Swiss typography and photo-graphics, posters, corporate image design, book design, journalism and typefaces over the past hundred years. With illuminating essays by prominent experts in the field and captivating illustrations, this book, designed by the Zurich studio NORM, presents the diversity of contemporary visual design while also tracing the fine lines of tradition that connect the work of different periods.

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### 365type: 100 Years of Swiss Graphic Design

100 Years of Swiss Graphic Design exhibition Other photos... The exhibition underway at the Museum of Design, Zurich focuses not on the style of individual designers but on their common approach with roots in craftsmanship, precision and simplification of line and graphic message.

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