HERBERT BAYER

DESIGNER'S FULL NAME: Herbert Bayer
DESIGNER'S PSEUDONYM/NICKNAME: None
GENDER: Male
YEAR BORN: 1900
COUNTRY IN WHICH DESIGNER BORN: Haag, Austria-Hungary
YEAR DIED: 1985
COUNTRY IN WHICH DESIGNER DIED: U.S

RACE | ETHNICITY | RELIGION | POLITICAL ALIGNMENT IF ANY OF THE ABOVE AFFECTED EITHER THE ARTIST'S LIFE EXPERIENCE OR WORK BECAUSE IT/THEY PROVIDED A CHALLENGE AT THE TIME, PLEASE EXPLAIN.

He was forced to move from Berlin to NewYork in 1938 due to a suppression by Nazi Germany.

DID THIS DESIGNER DO NOTABLE WORK IN FIELDS OTHER THAN WHAT WOULD BE CONSIDERED GRAPHIC DESIGN TODAY? EXPLAIN.

This designer worked as a sculptor, photographer, painter, and architect. Also, he's famous for the page design of "World Geo-Graphic Atlas" magazine.

LIST AT LEAST ONE OTHER WORK THAT IS NOT NAMED IN THIS TIMELINE FOR WHICH THIS DESIGNER IS WELL KNOWN. IF WORK CO-CREATED, LIST THE OTHERS INVOLVED.

His photomontage titled "Humanly Impossible" uses his self-portrait. He played with his self-portrait photograph and let him hold a slice of his arm as if his own body is made of solid, inorganic structure.

EXPLAIN IF THIS FAME IS ONLY WITHIN DESIGN CIRCLES OR ANY OTHER SUBSET OF THE POPULATION.

The fame isn't limited to only design circles because this is one of works showing his versatile skill recognized as an artist among general audience.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

His photomontage skill is incorporated to the World Geo-Graphic Atlas magazine design.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

This designer is most noted for a membership of Bauhaus. Also, it's notable that he was the designer of typeface, Bayer Universal.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

There is nothing notably controversial about this designer.

WHAT MATERIALS WERE MOST OFTEN USED BY THIS DESIGNER IN THE CREATION AND PRODUCTION OF WORK?

Mostly ink, paint, paper, and cast stone(only for sculpture).

EXPLAIN THIS DESIGNER'S EDUCATION/TRAINING, INCLUDING ACADEMIC, APPRENTICESHIPS, AND /OR MENTORSHIPS.

He began studying architecture under the tuition of Georg Schmidthammer in 1919, and then he enrolled to Bauhaus in Weimer in 1921. After he studied under the tuition of Johannes Itten, he came back to Bauhaus in 1925 and taught advertising, design, and typography.

DID THIS DESIGNER PROMOTE A SPECIFIC IDEOLOGY IN HIS/HER WORK? EXPLAIN.

As a Bauhaus member and a modernist designer, he was a part of formation of functional design philosophy among architecture, typography, and graphic design. His design promotes idea of functional design, which includes the integration of multiple design field, unity of art (creativity) and craft (manufacturing).

WHY IS THIS DESIGNER VIEWED AS ICONIC IN THE HISTORY OF GRAPHIC DESIGN?

Not only because this designer is a member of Bauhaus, but also he was a theorist of functional design and design layout.

IS THERE ANY OTHER IMPORTANT INFORMATION TO KNOW ABOUT THIS DESIGNER?

No.

YOUR NAME: Muneyoshi Sudo

GIVE YOUR EDUCATED OPINION OF THIS DESIGNER AND HIS/HER WORK. ALSO EXPLAIN WHAT INFLUENCE, IF ANY, THIS WORK HAS HAD ON YOUR OWN. A LACK OF INFLUENCE MUST BE EXPLAINED.

His innovation of Universal typeface, an idea of universal design is for me the biggest inspiration. Bauhaus design incorporates an idea that art must be unified with other fields and utilized as a tool to flourish daily life, unlike fine arts. Bauhaus design can be observed in many places in modern era, and one reason that design is still dominant today is due to its usefulness. This designer has played a big part of Bauhaus influence, especially many of his layout design was a good example of demonstrating space, typography and three-dimensional aspect.

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