



## Wim Crowel

**Designer's full name:** Willem Hendrik Crowel

**Designer's pseudonym/nickname:** Wim Crowel

**Gender:** Male

**Year Born:** 1928

**Country Born:** Netherlands

**Year Died:** 2019

**Country Died:** Netherlands

**Religion | Political Alignment:** Information unavailable.

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**How did any of the above affect either his/her life experience or work because it/they provided a challenge at the time?**

None of the above qualities of the designer provided a challenge for the time.

**Did this designer do notable work in fields other than what would TODAY be considered graphic design?**

Notable work from this artist has only been classified as graphic design.

**For what is this designer most noted in relation to design? EXPLAIN.**

Wim showed that one of the greatest tools that a designer can use to help create and improve their designs

are grids and calculated layouts. In fact, Wim was known as Mr. Gridnik. Also, most of his designs were within the realm of Swiss graphic design, and were minimalist in their approach.

### **Is there anything controversial about this designer? Explain.**

There is nothing notably controversial about this designer.

### **Explain this designer's education/training, including academic, apprenticeships, and /or mentorships.**

Wim first attended Academie Minerva in Groningen during the years 1946 to 1949 where he found fine arts as an intriguing study. He was later drafted into the army, but later resumed his career and pursued the life of an abstract painter. This lasted until 1952, when Wim found an interest in typography at what is now known as the Gerrit Rietveld Academie. During Crouwel's time at art school, he joined an exhibition design firm where he was able to experience all that graphic design had to offer. This led to the quitting of painting and the beginning of a freelance career. Crouwel traveled to Switzerland during this time and met fellow designers who later turned into his colleagues which led to the founding of Netherlands' first multi disciplinary design studio that aimed to shake up the Dutch design world.

### **Did this designer promote a specific ideology in his/her work? Explain.**

The ideology of using grids and taking a systematic approach to design to create something that is aesthetically pleasing is what Wim stood for. Wim also stood for aesthetics over functionality and comprehension within his typography, but only slightly, saying "When you're a functionalist you want to make things comprehensible, readable, make your ideas visible. I feel myself being a modernist, a functionalist, but aesthetics always stand in the way.

### **Why is this designer viewed as iconic in the history of graphic design?**

Crouwel is most known for his systematic thinking and application to design which influenced the creation of his typeface New Alphabet. This style of modern and experimental design was reinforced during the years that Crouwel's design firm, Total Design, was still active. It is said that this typeface was never meant to be used, and was instead a statement piece to introduce a new era of typography and design in general.

## Is there any other important information to know about this designer?

No.

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**Student:** Patrick Tuell

### **Bibliography**

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But in alphabetical order when done.

