



HANNAH HOCH

Designer's full name: Hannah Hoch

Designer's pseudonym/nickname: None

Gender: Female

Year Born: 1889

Country Born: Germany

Year Died: 1978

Country Died: Germany

Religion | Political Alignment: Christian, Hoch was brought up under evangelical parents. Political alignment is unknown, but Hoch lived a strict "bourgeois" lifestyle throughout her early family life.

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

Because of her evangelical and bourgeois upbringing, her parents were hesitant of her decision to study art; however, Hoch did not let the orthodox way of life that she grew up under repress her desire to experiment and create work that was unconventional and expressive of her own thoughts and ideas.

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

She spent a substantial amount of time pursuing domestic handicraft, fabric, and fashion design. Hoch also worked in oil painting, watercolor, and gouache throughout her entire career.

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

She is noted for her wide range of Dada photomontages that comment on the tumultuous nature of Berlin's society from a female point of view.

Is there anything controversial about this designer? Explain.

Her photomontages are provocative and comment on the gender and cultural means of the Weimar period.

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

She attended the School of Applied Arts, where she studied glass-design and calligraphy (1912). From there, she enrolled at the School of the Royal Museum of Applied Arts and took on the graphic-and-book-arts program (1915). In 1916, she got a job at the Ullstein Press, where she worked with delicate paper patterns and embroidery. This same year, her professor got her involved as a woodcutter for his woodblock designs.

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

Hoch focused strongly on feminism, topics of gender/sexuality, the mass media, radical change, and Weimar culture.

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

Besides being one of the original creators of photomontage, Hoch was one of few females that worked in the predominantly male environment of Berlin Dada and photomontage. Showing a strong competence towards questioning traditional forms of art, Hoch explored many avenues and took notice of the boundaries that defined traditional art. Her element of curiosity would ultimately encourage her to investigate intellectual boundaries in representing ideas of gender and sexuality.

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

She was a member of the November-gruppe, which was an organization for revolutionary artists. Hoch spent a substantial amount of time traveling, but also spent a short period of her life in solitary around the time of World War II. The Nazi Era presented a significant change in her life as she struggled with finances, health issues, and frustration as the hostile environment restricted her artistic work.

Student: Lauren Bunting

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