



## ARMIN HOFMANN

**Designer's full name:** Armin Hofmann

**Designer's pseudonym/nickname:** None

**Gender:** Male

**Year Born:** 1920

**Country Born:** Switzerland

**Year Died:** Still alive in 2020

**Country Died:** Still alive in 2020

**Religion | Political Alignment:** There is no definitive answer on what political identity he falls behind, but as stated by AIGA, “He has high morals and a strong regard for environmental and social justice,?... Hofmann did not participate in the exploitation of Swiss Style by the corporate world. ‘He could foresee that what began as a utopian theory would turn into a style. This was something he was not interested in. Time has proven that he was right.’” Given that information, it can be assumed he would most likely lean on the left side of the 2020 political spectrum.

**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. He seemed to keep his personal beliefs outside of his work.

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

## **graphic design?**

He created physical works of art outside of design, such as sculpture, reliefs, glass paintings, and mosaics.

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

He was most known for creating an entirely new style of graphic design known as the “Swiss style”, which featured easy to read typography on photos, rather than complicated illustrations.

### **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.**

Hoffman studied at the School of Arts and Crafts in Zurich, Switzerland, and moved on to become a lithographer for Basel and Bern, before becoming an independent artist. He eventually founded the Schule für Gestaltung with Emil Ruder. After decades of teaching there, he moved on to teach at the Philadelphia College of Art, followed by Yale University shortly after.

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

There is nothing notably controversial about this designer. He kept his personal beliefs out of his work.

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

He was most known for creating the “swiss style”, which featured easy to read typography on photos, rather than complicated illustrations. Swiss style was made based on his economic

design decisions using grids as guidelines. He also was best known for his teaching style in Swiss universities, and educating some of the world's top designers such as America's Steff Geissbuhler.

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

No.

**Student:** Drew Morgan

### **Bibliography**

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