



## ALFRED ROLLER

DESIGNER'S FULL NAME: Alfred Roller

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Male

YEAR BORN: 1864

COUNTRY IN WHICH DESIGNER BORN: Czech Republic

YEAR DIED: 1935

COUNTRY IN WHICH DESIGNER DIED: Austria

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.

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 BE CONSIDERED GRAPHIC DESIGN TODAY? EXPLAIN.

Roller also taught at Vienna's School of Applied Arts as a drawing professor, as well as working within stage design.

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.

Roller co-founded the Vienna Secession with Gustav Klimt in 1897. The Secession is his most well-known accomplishment as it brought together artists of different mediums to showcase their talent and skills. He also created *Ver Sacrum*, which consisted of illustrations, poetry, etc.

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

The fame was known the world over with the Secession series becoming highly successful.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

Roller's love for design is exemplified throughout every bit of the Secession posters. They were new and fresh with their designs being almost inhuman but not so much that it would drive people away.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Roller is most noted for starting the Vienna Secession, his *Ver Sacrum* publication and for creating a movement to create new and exciting pieces of art, known now as modern art.

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

Lithographic limestone. Roller's work mainly consisted of lithography, especially with his Secession posters.

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

Roller studied law and art history before becoming interested in painting and architecture at the Akademie der bildenden Künste.

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

Roller promoted a freedom towards being an artistic mind. He promoted the movement to stand up and have a voice for what you do. No matter what form it takes, express your artistic side every chance you get. Roller promoted individuality above all else with an emphasis on creating something new and fresh which we now call modern art.

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

Roller is viewed as iconic in the history of graphic design due to his major role in creating a subgenre of art with his Secession series of art shows showcasing different forms of work from numerous artists working in their own different categories of artistry.

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

No.

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YOUR NAME: Michael Ring

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.

Alfred Roller was well-known for creating the Vienna Secession series which brought in art pieces from numerous different artists who specialized in their own specific mediums and styles. The influence he's had on me personally hasn't actually been that much as far as my art style and techniques but I realize that the influence isn't lost on me. I personally had never researched him before. But Roller's influence is found the world over in the simple fact that most any type of art form is accepted and appreciated.

My personal opinion of Roller as an artist and person is that he was a pioneer for his time and without his movement with the Secession series, a lot of the artwork and styles which I hold near and dear would be practically nonexistent. He had a vision and a drive to do something that would leave a lasting impression on the world and I truly believe it worked. The *Ver Sacrum* No. 1 cover is a personal favorite of mine. It exhibits one of my favorite, if not my favorite, art styles with heightened degrees of contrast between the black ink and the background.

This style is used quite a bit throughout many of Roller's pieces. Getting a crisp silhouette and incredibly rich contrasts in light and dark areas is a highly dramatic way of exposing forms and to me it gives off quite a bit more elegance and definition when trying to convey a certain type of emotional element or stylization to a serious situation. At times, it can make said situations seem more eerie and dark than one would normally associate or think.

Roller pioneered a style which has managed to still flourish throughout the art world and I couldn't be happier to see it. *Sin City* is my favorite graphic novel and the high contrast level through and through is just so rich and gives the stories within a more saturated and vibrant quality that you can't really get with other techniques. It's absolutely beautiful. He knew what he was doing. He knew his vision and he went for it without letting anyone hold him back whatsoever. To me, he's a bit of a hero within the history of graphic design, and he's more than earned it.

I hope to do something half as meaningful in my lifetime and it's comforting to know that it can truly be done. It's also nice to know that all my time spent in college won't be completely for nought. Great things can be achieved by one inspired individual.

#### BIBLIOGRAPHY

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