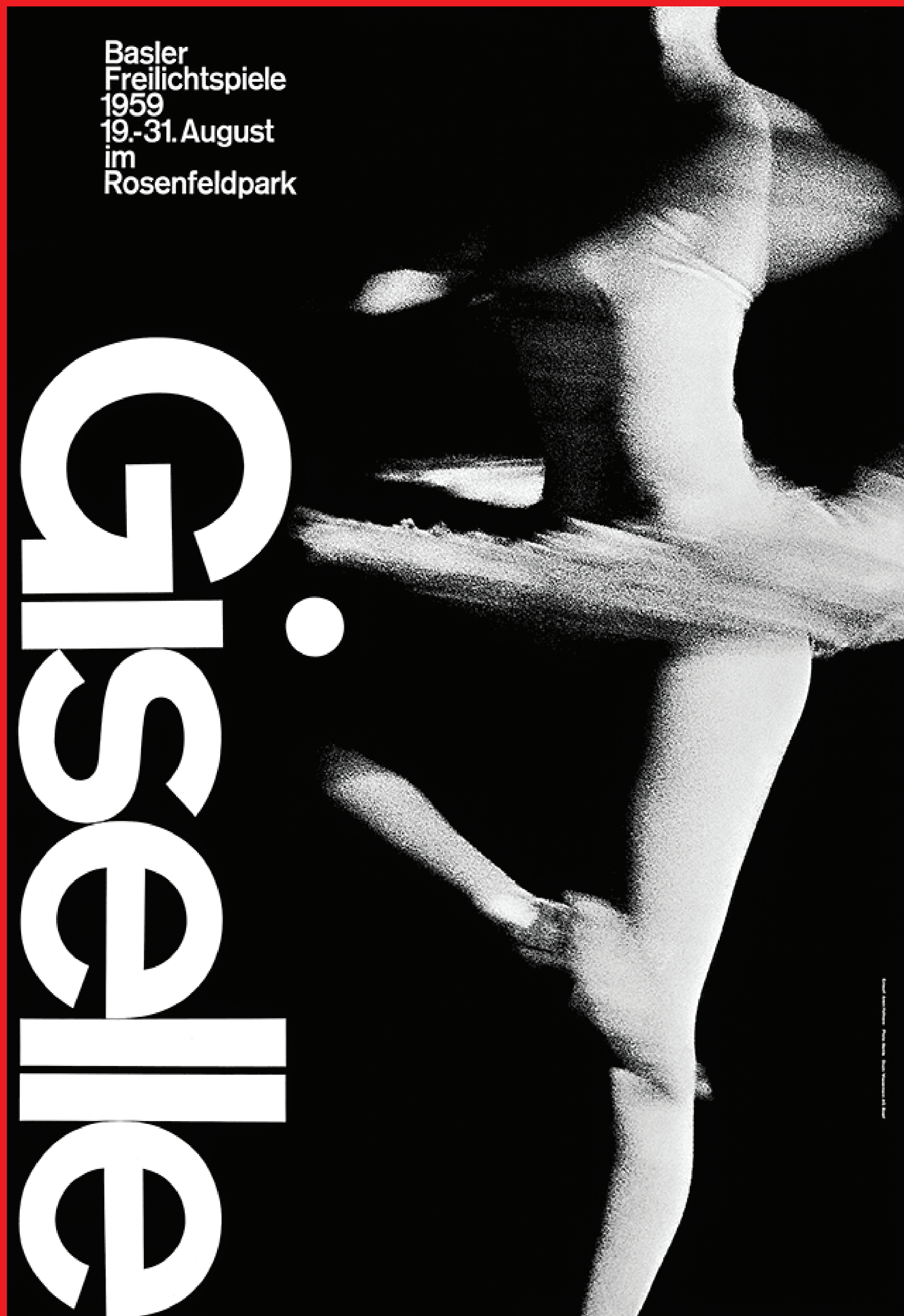


Ar- min

Hofmann

Exhibition





Giselle Poster:

It was created in 1959 for the school where he was teaching. It was an outdoor classical ballet event. Its message is to inform you about the upcoming event. This poster has a visually captivating presence that could draw someone in to stare at it for hours,

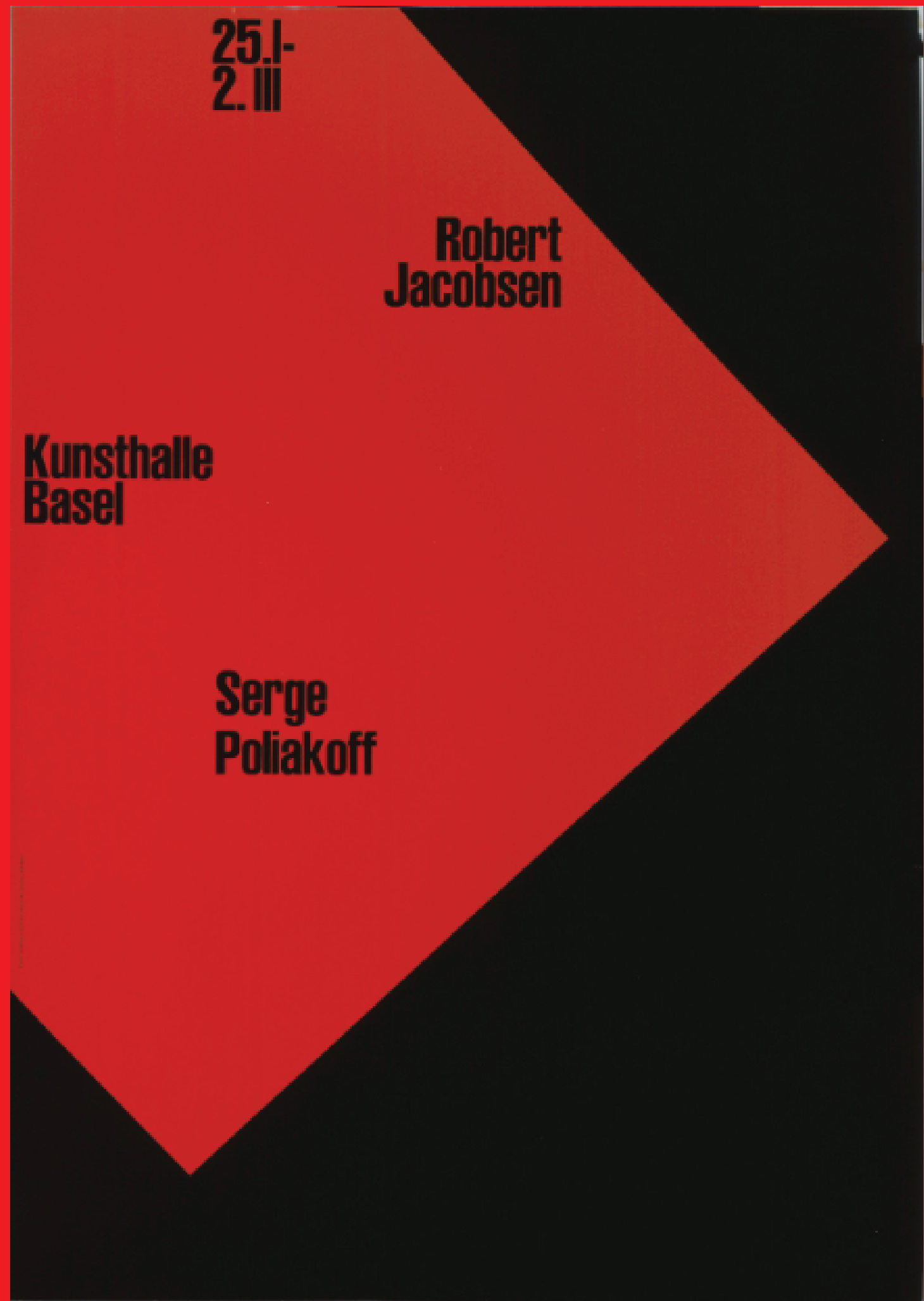
yet it conveys the information clearly and effectively. This design was successful because the information is both clearly legible and visually captivating, thereby meeting the requirements of a successful advertisement Hofmann achieved his intended goal by

effectively incorporating all the hallmarks of Swiss design, including clean lines, objective photography, and grid composition. One of the influences that can be reminiscent of this is fashion covers, which often resemble a similar layout.

Robert Jacobsen, Serge Poliakoff, Kunsthalle Basel:

This poster, created by Hofman, may seem unimpressive, but there is more to the story that you don't know. It was created in 1959 for the exhibition of two Swiss abstract sculptors.

The message, along with most of Hofmann's posters, was to advertise and get your attention, which he does an excellent job of. To the untrained eye, it appears to be an unimpressive poster,



but only to those with a keen eye and knowledge of the abstract will it stand out. This is one of Hofmann's strengths; he masterfully nailed the audience and the impact that it would have. It was bold and specific to them, and he succeeded in that. This color palette has been used many times after the fact; he wasn't the first to devise it. However, using it on a poster with such clear readability definitely inspired others to follow suit with black and red on their posters.



La Suisse a L'Epoque Romaine, Exposition, Les tresors des musees suisses et des collections privees, Bale, Mustermesse Baslerhalle:

Hofmann created this poster in 1957 for an exhibition of Roman-era artifacts from Swiss museums and private collections. Its message is to inform people about the event in a stylish and eye-catching way. It is cool because people who know about Roman history would be attracted to the poster because of the image of Romulus and Remulus.



That iconography is iconic to anyone interested in Roman history. The audience received it well, and the exhibition was a success in attracting people who would be interested in the event.

This poster was one of the first to influence museum and achogly posters, making the design more straightforward and with greater contrast.

Stadt Theater Basel, 1965:



Another poster for the Basel theater that Hofmann created was in 1955. It was created as an overview of the types of events that they would be having at the theater.

This is one of his most visually appealing posters and definitely reached the audience by serving the need of a broad range of activities that were going on at the Basel theater

He successfully conveyed that message through the use of eye-catching objects. The influence of this era can still be seen in famous concert halls, such as the New York and Berlin Philharmonic symphonies. They are still heavily influenced by Swiss design.



This piece, in English, is titled 'Form and Color' and was used in the advertisement for the classes at the school where Hofmann taught. This poster is advertised effectively. tt

It makes me feel as if I have participated in a class just by looking at it, because it reminds me of the teacher's example from one of my high school graphic design classes, when our teacher was teaching us about the basic elements that make design great. That's one of the main reasons this poster succeeded:

its mastery of the fundamentals, which is what the Swiss design is essentially about. Through this poster, I achieved what he did, which would make me want to join one of his classes on graphic design. Some of the effects that still carry on from this piece are the masterwork of the fundamentals and the fantastic work of the grid that he used to structure his work.