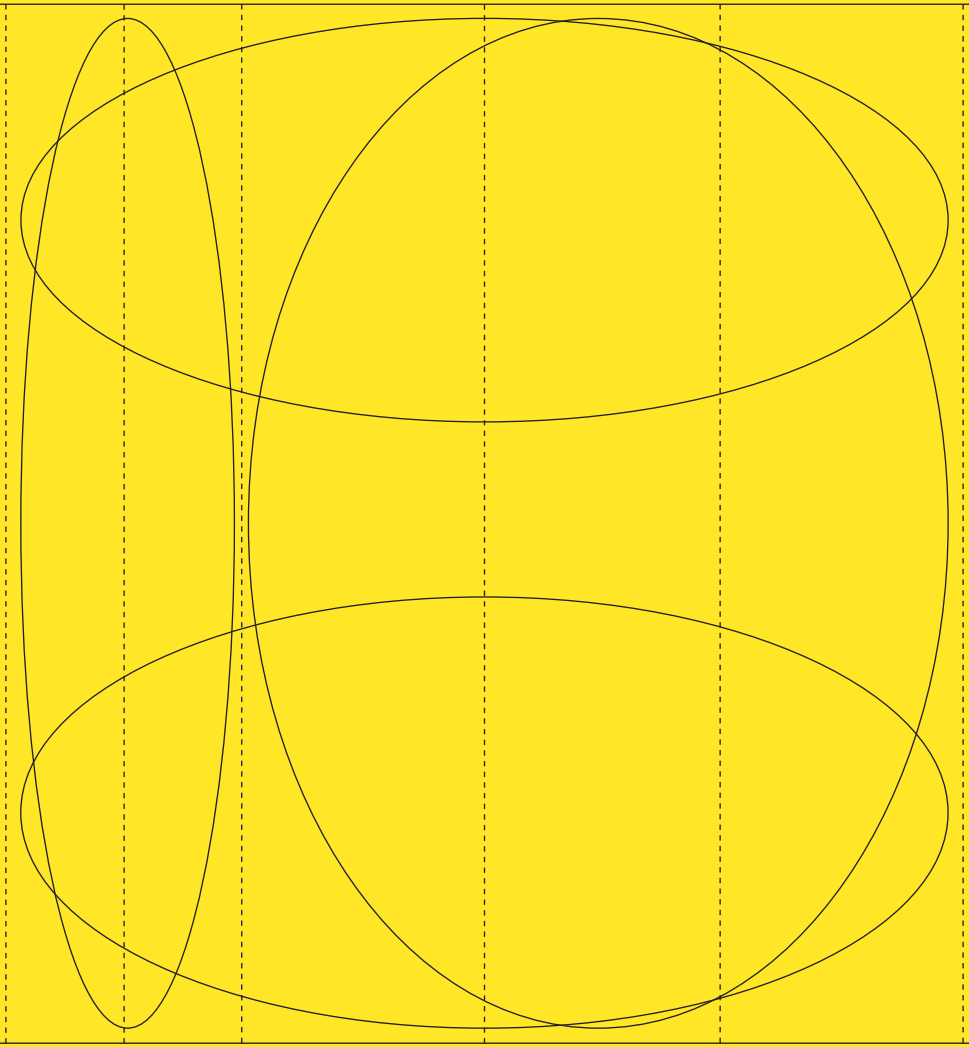
Jan Tschichold's "The New Typography": Its Roots and Impact on National Scenes



Conference 26 April 2023

Exhibition 26 April – 26 May 2023

Conference

Jan Tschichold's "The New Typography": Its Roots and Impact on National Scenes

Wednesday 26 April 2023
9:15–18:00
ECAL, IKEA Auditorium
die-neue-bibliographie.ch

Admission is free but capacity is limited. Registration required by Eventbrite: bit.ly/tnt-ecal

Jan Tschichold's "The New Typography" is a critical essay and an operative handbook that paved the way to modern graphic design. It is a game-changing book that still attracts the interest and curiosity of design historians and practitioners after almost a century since its publication in 1928. Yet, it is simultaneously a victim of its own success, and it has to deal with the consequences associated with canonisation. Having reached an almost mythical status, the publication is often taken for granted and rarely questioned or closely scrutinized. This paradox was the starting point of the research project "The Sources of Jan Tschichold's 'The New Typography'". Conducted at ECAL/University of Art and Design Lausanne (HES-SO) and supported by the Strategic fund of HES-SO, the project reconstructed, collected and contextualized the body of bibliographical sources included in "The New Typography".

Exhibition

"Unpacking Tschichold's Library"

Opening
Wednesday 26 April 2023, 18:00–20:00

26 April – 26 May 2023
Opening hours
Wednesday–Friday, 13:00–17:00
Closed on 18 and 19 May

Programme

○ 9:15

Welcome and Opening Remarks
Davide Fornari
→ ECAL/University of Art and Design Lausanne (HES-SO)

○ 9:30

Origins of "The New Typography"
Christopher Burke
→ University of Reading

○ 10:15

Coffee Break

○ 10:30

How New is New? – Jan Tschichold and "The New Typography"
Julia Meer
→ Museum für Kunst & Gewerbe Hamburg

○ 11:15

The Private Press, the Bauhaus, and "Die neue Typographie"
Paul Stirton
→ Bard Graduate Center New York City

○ 12:00

Lunch Break

○ 13:15

First Panel – Debates: European Scenes
moderation by Jonas Berthod
→ ECAL/University of Art and Design Lausanne (HES-SO)

○ 13:15

“Giovanni T.” and “The New Typography” in Italy. Discussion and Renegotiation of Jan Tschichold’s Ideas in Italian Graphic Arts Magazines
Carlo Vinti
→ School of Architecture and Design, University of Camerino

○ 13:45

Traces of Jan Tschichold’s New Typography in Belgium
Katrien Van Haute
→ LUCA School of Arts

○ 14:15

The Periphery Influencing the Centre? Connecting “Die neue Typographie” and Scandinavia
Trond Klevgaard
→ Kristiania University College, Oslo

○ 14:45

The Museum, the Printer and “The New Typography”: Jan Tschichold in London (1935–1948)
Sandy Jones
→ Victoria and Albert Museum, London

○ 15:15

Coffee Break

○ 15:30

Second panel – Impact: Extra-European Scenes moderation by Chiara Barbieri
→ ECAL/University of Art and Design Lausanne (HES-SO)

○ 15:30

“Modernity is Not a Competition”: Challenging and Channelling “new typography” in Colonial India
Vaibhav Singh
→ University of Reading

○ 16:00

A Mutual Attraction: Tschichold’s New Typography and the Emerging Japanese Typography Movement
Mariko Takagi
→ Doshisha Women’s College of Liberal Arts, Kyoto

○ 16:30

The Museum of Modern Art, New York, and the New Typography
Juliet Kinchin
→ independent design historian

○ 17:00

The New Typographic Wave
Louise Paradis
→ Laval University, Québec

○ 17:30

Closing Remarks

○ 18:00

Opening of the Exhibition “Unpacking Tschichold’s Library”
L’elac gallery, Renens

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Organised by

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ECAL/Ecole cantonale d'art de Lausanne
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Renens
www.ecal.ch

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