

Forschungs- Mittwoch

#157

HKB Forschung

Institute of Design
Research + MA Design

25. Oktober 2023

17.30 Uhr

Auditorium

Fellerstrasse 11

3027 Bern

“The Cultural Turn” in Swiss Graphic Design

Der Vortrag stellt das gemeinsame SNF-Projekt «The Cultural Turn in Swiss Graphic Design from the 1980s to 2020» der ECAL und der HKB vor. Es untersucht den Wandel weg vom Grafikdesign als reine Dienstleistung hin zu Aufträgen aus dem Kulturbereich in der Schweiz von den 1980er Jahren bis 2020.

Hinweis: Der Vortrag wird in Englisch gehalten

Referent*innen:

Miriam Koban, Robert Lzicar

Host:

Institute of Design Research + MA Design

The lecture introduces the joint project “The Cultural Turn in Swiss Graphic Design from the 1980s to 2020” by the ECAL/University of Art and Design Lausanne, HES-SO and the HKB, funded by the SNSF Swiss National Science Foundation. It investigates the shift away from graphic design as a pure service and towards commissions from the cultural sector in Switzerland from the 1980s to 2020 in three stages: the emergence of new values (1980–1992), the development of a discourse (1993–2002) and its institutionalisation in federal policy (2003–2020). Instead of aiming for maximum return, graphic designers chose their commissions according to whether they promised them creative freedom and whether they contributed to the profiling of their portfolio in alignment with their new definition of the profession as a lifestyle.