

helmut schmid: design is attitude

press release

about helmut schmid

Helmut Schmid (born in Ferlach/Austria in 1942) studied at the „Allgemeine Gewerbeschule Basel“ in the 1960s after completing a typesetting apprenticeship. His teachers were Emil Ruder, Robert Böhler and Kurt Hauert. Between 1973 and 1976 he designed publications for the SPD party and the German government under Chancellors Willy Brandt and Helmut Schmidt. After spending time in Berlin, Stockholm, Montreal, Vancouver and Dusseldorf, Helmut Schmid has lived and worked in Osaka as a freelance visual designer since 1981. In his books „typography today“ and „Der Weg nach Basel“ he keeps awareness of typographical quality alive and states the case for attitude in design. Helmut Schmid is a professor at Hongik University Seoul, Korea and is an internationally renowned typography teacher and author. Helmut Schmid's designs are a unique link between Japanese tradition and modern Western design. For example it's hard to imagine packaging design without Helmut Schmid's syllable font Katakana Eru.

about the project

„schmid today“ is a research project of the University of Applied Sciences Dusseldorf. Research was carried out into the typographer, designer, teacher and author Helmut Schmid. Initiators of the project were Professors Victor Malsy and Philipp Teufel. Work with and on Helmut Schmid's work was carried out in a research group of 60 students. They researched, archived and catalogued his designs and his editorials for professional journals. The resulting archive shows his complete works as well as many originals from the last 40 years. The results will be published in an exhibition, in book and digital media form and as documentation of the project.

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the exhibition

Korea will be the first station of the exhibition tour in cooperation with the Hongik University Seoul and professor Ahn Sang-Soo. The exhibition can be seen in the Welcomm City Gallery in Seoul from 19.11.2006 till 30.11.2006. A supporting programme accompanies the exhibition.

On the occasion of Helmut Schmid's 65th birthday the exhibition will be shown in Basel/Switzerland from February 1st 2007 onwards in cooperation with the Design School there. The exhibition will be shown along with the „Forum Typografie“ from February 23rd in Dusseldorf. Additional international showings are planned in Osaka/Japan and Bombay/India in 2007. In summer 2007 the exhibition will be touring through several German cities, for example Berlin, Ravensburg, Hildesheim and Mainz. The tour will be in cooperation with design schools and will be accompanied by lectures.

the exhibition in seoul

„helmut schmid: design is attitude“

Welcomm City Gallery

Welcomm City

Jangchung-dong 2-ga, 190-10

Jung-gu

Seoul

Korea

19.11. - 30.11.2006

10 am - 8 pm

Sunday, 19.11.06

Opening

7 pm

The rectors of the Hongik University, Seoul and the University of Applied Sciences Dusseldorf will open the exhibition

Monday, 20.11.06

Supporting programme

5:30 pm

Lecture with Prof. Ahn Sang-Soo

6 pm

„The poetry of precision“ by

Prof. Philipp Teufel and Prof. Victor Malsy

6:30 pm

Tour with Helmut Schmid

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the book

„helmut schmid - gestaltung ist haltung/design is attitude“ documents and analyses the most important works of Helmut Schmid from 1961 till today: basic visual concepts, fonts, logos, product and packaging identities, poster and book design. For the first time, a fitting portrayal of Helmut Schmid’s work.

helmut schmid - gestaltung ist haltung/design is attitude
Malsy, Victor; Teufel, Philipp; Gejko, Fjodor (Hrsg.)
9.45 x 9.45 inches (24.0 x 24.0 cm), 320 Pages,
hardcover binding, 400 b/w illus, 150 four-color plates
ISBN-10: 3-7643-7509-4
ISBN-13: 978-3-7643-7509-6
Birkhauser Publishers, Basel
Distributed in the U.S. through Princeton Architectural Press
Date of publication: October 2006

the database

The database that has been developed over the course of three years is an interactive online tool showcasing more than 900 design pieces and writing by Helmut Schmid. Besides the digital archive, the website contains comprehensive information about all the results of the research project that was carried out at the University of Applied Sciences Dusseldorf and about current events. The portal will be activated at www.schmidtoday.com at the beginning of the exhibition tour.

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contact

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