



The typography of Helmut Schmid (1942–2018) is precise and elegant. This is particularly true of his word marks for the Japanese pharmaceutical and cosmetics industries, but also goes for his designs for the political campaigns for the German SPD.

After living in Sweden, Canada, and Germany, Schmid eventually settled in Japan. There, impressed by Japanese poster art and the simple beauty of Japanese artifacts, he refined the typographical approach he had learned from his teacher Emil Ruder in Basel. Fascinated by the pure forms of the Japanese kanji ideograms and the syllabic hiragana and katakana scripts, he designed his own modern syllabaries, which found their way into his commercial and private projects.

The exhibition will show the most important stages in Schmid's career and shed light on his position as mediator between East and West. On display will be logos in Latin and Japanese scripts, packaging, and corporate designs, as well as independent works by this designer, who was also an aficionado of experimental music, a lecturer in typography, and an internationally renowned publicist.

Available	from 12/2024
Content	Around 600 objects: magazine covers, leaflets, books, packaging, logos and their drafts, posters (framed), blowups, slide projections, a film, music stations, and photographs
Space	200–300 sqm
Transport:	Exhibits with or without scenography
Fee	On request
Publication	Helmut Schmid Typography Kiyonori Muroga and Nicole Schmid (eds.) Lars Müller Publishers in collaboration with the Museum für Gestaltung Zürich English / German