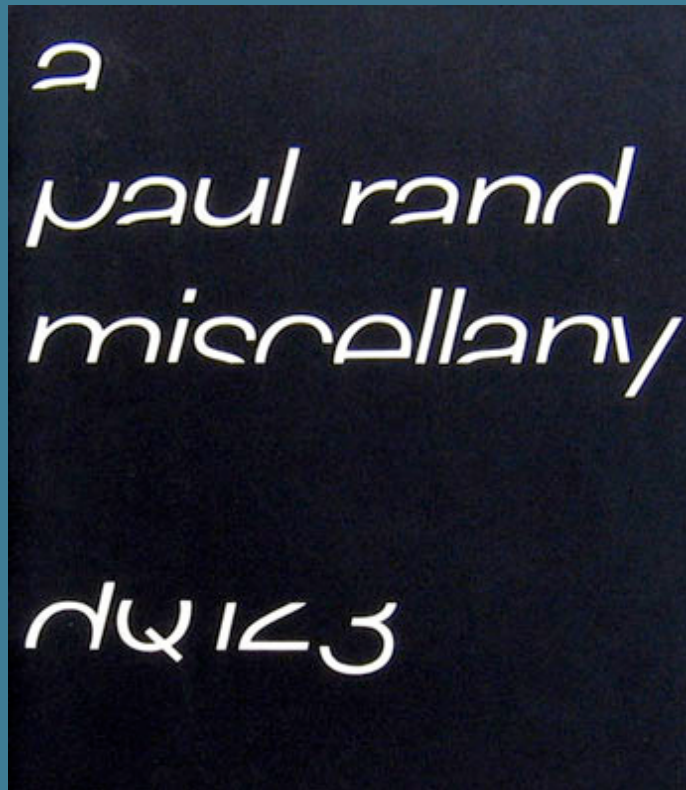


*Benj King*

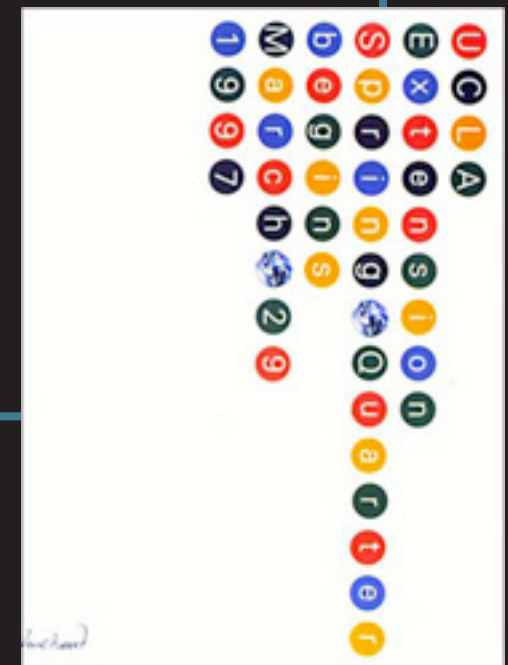
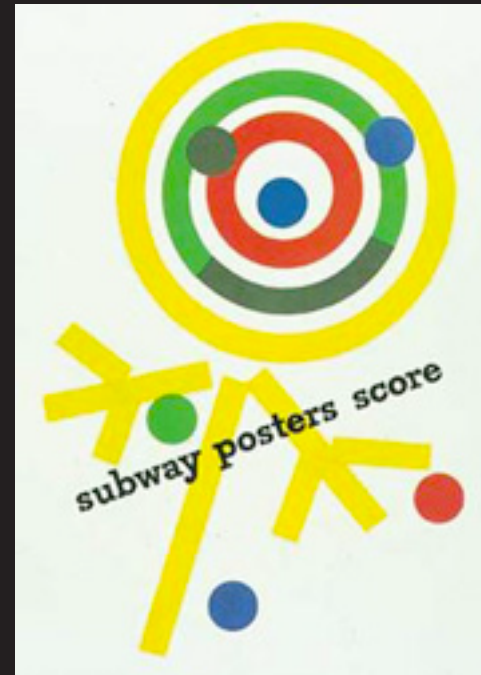
# Swiss Style

In the 1940s, Paul Rand broke away from the conventional standards of typography and layout, and started incorporating Swiss style of design into his creations.

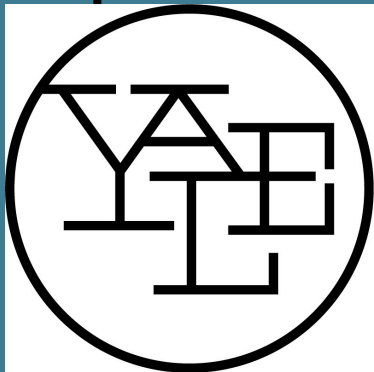


He merged American visual culture into European avant-garde (modern art) design, integrating Cubism, Constructivism, the Bauhaus and De Stijl into his work.

# Swiss Designs



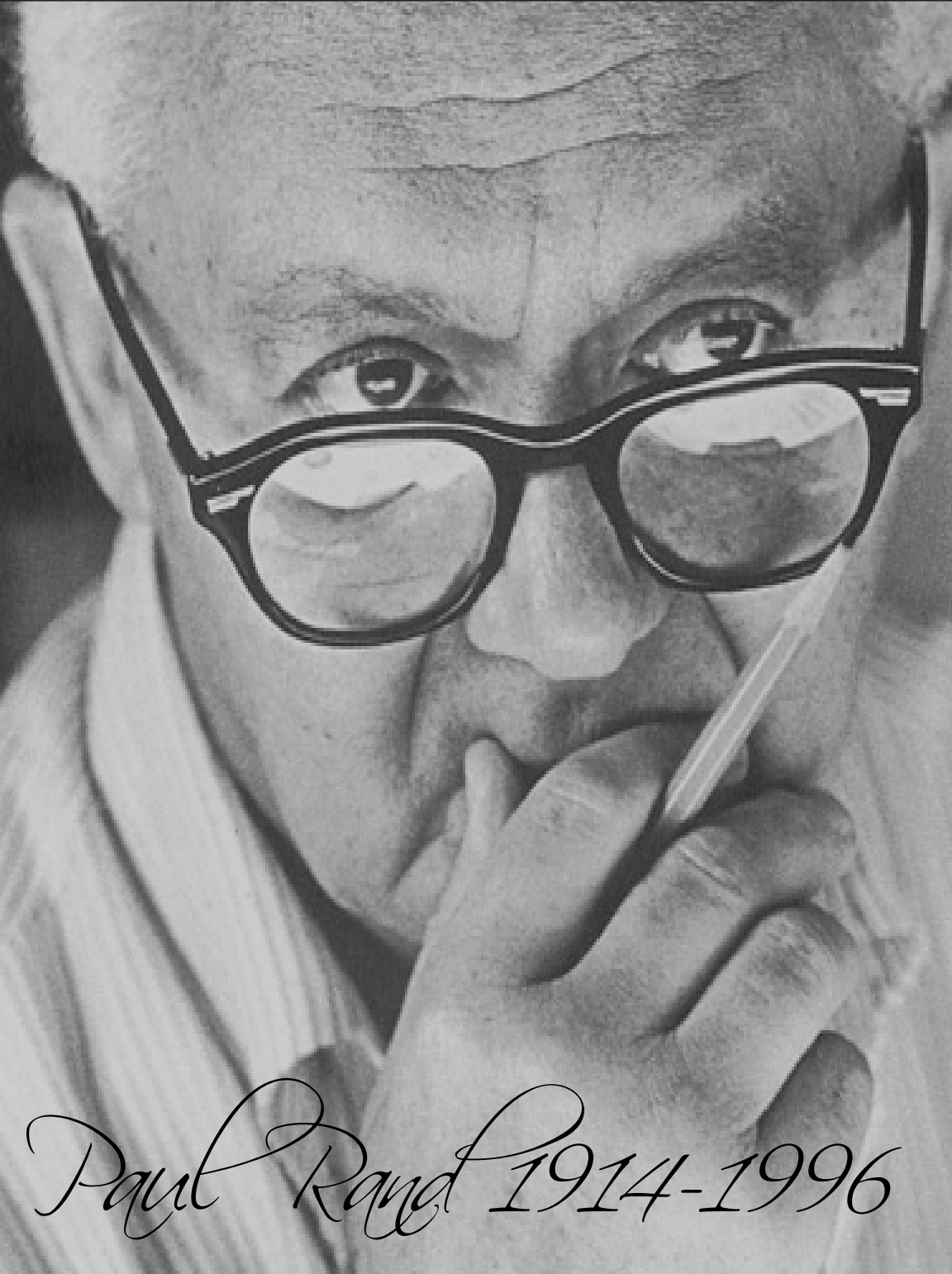
# Well known for...



# Quote

“Design is the method of putting form and content together. Design, just as art, has multiple definitions, there is no single definition. Design can be art. Design can be aesthetics. Design is so simple, that’s why it is so complicated.”

-Paul Rand-



[www.paul-rand.com](http://www.paul-rand.com)