**Peter von Arx**

**\*1937**

**Visual Designer**

**Teacher**

**Lives in Basel**

[**p.b-vonarx@bluewin.ch**](mailto:p.b-vonarx@bluewin.ch)

[**www.sgdf.ch**](http://www.sgdf.ch)

**Education and Training**

– Vorkurs A, Allgemeine Gewerbeschule Basel (AGS),   
Kunstgewerbliche Abteilung, 1953–1954

– Graphic arts lithography apprenticeship, Zurich, 1954–1958

– Grafikfachklasse, AGS Basel, Kunstgewerbliche Abteilung, 1958–1962 (teachers: A. Hofmann, E. Ruder, W. Bodmer etc.)

– Autodidactic training in Film Graphics

**Didactic Activities**

AGS Basel, Schule für Gestaltung Basel, 1962–1997  
(since 1983, also at the Höhere Fachschule für Gestaltung HFG, Basel)

– As teacher for *Letterform, Colour, Lithography, and Offset   
Printing*, 1962– ca.1970

– Initial film courses, 1968.

– Initiator and teacher of the courses Basics of *Film and Film and TV Graphics*, for the Grafikfachklasse, 1968-1997; of the *Weiterbildungsklasse für Grafik*, 1968– ca.1980

– Courses in *Audiovisual Projects*, Fachbereich Visuelle   
Kommunikation, HFG Basel, 1983–1997

In 1997, chose early retirement

**Professional Activities**

Commissions, professional associations, and organizations

– Member: VSG, SWB, ASG, and as film maker, ASIFA

– Founding / Board member: SGV Schweizer Grafiker Verband

– President: “Eidgenössische paritätische Kommission für die   
Neustrukturierung der Ausbildung zum Gestalter”, 1967–1973

– Co-founder: Mitbegründer Fachbereich Visuelle Kommunikation, HFG Basel, 1983

Head of the Department 1985–1995 (expansion and restructuring from 1989)

– President: “Fachbereichsleiterkonferenz”, until 1997

– Member: Mitglied Aufsichtskommission AGS Basel (teachers’   
representative)

**Guest Lectures / Seminars**

with films and film demonstrations

– Werkkunstschule Hamburg, 1966 (invited by Hermann   
Eidenbenz)

– Yale University, Ohio State University, University of Cincinnati,

New York State University, Southeastern Massachusetts   
University, MIT, Philadelphia College of Art and Design, Rhode Island School of Design, 1974

– Akademie der bildenden Künste München, 1976

– ATypI-Kongress, Basel 1976

– Kunstmuseum Basel, 1977

– Kunstgewerbeschule Zürich, 1977

– Fachhochschule Mainz, 1981

– Seminar: Universidad Autonoma Metropolitana Mexico-City, 1982

– ATypI-Kongress, Barcelona 1986

– Fachhochschule Schwäbisch-Gmünd, 1986

– Universität Essen, 1990

**Publications**

– *Film and TV Graphics* in: TM communication 4/1972, in:   
Typografische Monatsblätter TM, 12/1972 (separate print on film education)

– *Weiterbildungskurse für Animationsfilm*, supplement in:   
Typografische Monatsblätter TM, 3/1975

– Course program for the animation film course, 1977

– *Struktureller Film im gestalterischen Unterricht*, Editorial on the subject of film education in Switzerland, in: Ciné-Bulletin, 1978

– *Film+Design*, published by Paul Haupt, Bern; Van Nostrand Reinhold, New York / London / Toronto / Melbourne, 1983

– Informationen über die Weiterbildung zum eidgenössisch   
anerkannten Diplom Visueller Gestalter HFG, special edition, Typografische Monatsblätter, 1989

– *10 Jahre Fachbereich* *Visuelle Kommunikation HFG / 25 Jahre Unterricht für Film*, *Video und Audiovisuelle Projekte* (re-editing of three separate TM prints into one volume: TM 5/1992, 2/1993, 6/1993

**Competition Prizes / Awards**

– Die besten Plakate des Jahres; 5 awards. Competitions:   
2 first prizes

– *Eidgenössisches Stipendium für angewandte Kunst*,   
3 first prizes: 1967, 1968, 1970

– *Die schönsten Schweizer Bücher des Jahres* 1983

*Schönste Bücher aus aller Welt*, Leipziger Buchmesse, 1983

**Design Projects**

Independent studio

– 5 alphabets for Weingartner AG, Basel, metal font design

– Architectural signage and orientation systems

– Layout, typography and picture editing of 15 issues of the monthly youth magazine “Kompass”

– Exhibition: Das Trinkgefäss, Gewerbemuseum Basel (later:   
Museum für Gestaltung Basel), 1963

– *15 Graphiker*, initiator and designer of the exhibition,   
Gewerbemuseum Basel, 1967,   
followed by travelling exhibition to various design schools in Germany and the USA

– *Allgemeinbildung im Ergänzungsunterricht*, two didactic travelling exhibitions shown at various schools

– *Stadt als offenes System*, a critical planning and visionary   
exhibition, ETH Zürich, 1973  
(together with Peter Olpe)

– 35 posters for several institutions

**Applied Film Graphics**

16 mm, videos

– 72 short-film spots for Teppich Schuster AG (together with Manfred Maier)  
*Fraktur*, a selection of short film spots, shown at the Solothurn Film Festival (sound: Marc Riva)

– *Zoo Basel zeigt*, title for a documentary

– *universal/Unique*, a video contribution to a project by the   
Philadelphia College of Art and Design, 1988

– *Titel*, short sequences as opening credits at events with film   
projections

– *IBM*, logo variations commissioned by Richard Sapper (with final computer animation by Henri Homberger)

– 9 information films concerning the film courses at the Basel School of Design, 1973–1992, shown at the Solothurn Film   
Festival, as well as at various guest lectures

**Experimental Short Films**

16 mm

– *Lego* (together with Reinhart Morscher)

– *Links-rechts and Marsch*

– *Selbstporträt 1 and Selbstporträt 2*

– *AHAHA* for an Armin Hofmann anniversary event (sound:   
Jean Jacques Schaffner)

– *Tonfilmton*

– *Maifilme*, family portraits (Super 8)

**Peter von Arx (\*1937)**

**Letterform in Posters and Film 1960 – 1978**

**Vernissage:** November 2, 2018

**Exhibition:** November 3 – 30, 2018

**Symposium:** November 16, 2018

**Opening hours:**

Monday through Friday: 09:00 - 17:00

Saturday and Sunday: 13:00 - 18:00

**Location**  
FHNW Academy of Art and Design

High-rise, Foyer

Freilager-Platz 1

4142 Basel/Münchenstein  
Switzerland

**Further Information**

FHNW Academy of Art and Design

Institute of Visual Communication

Leslie Kennedy

[leslie.kennedy@fhnw.ch](mailto:Leslie.Kennedy@fhnw.ch)

T  +41 228 43 87

**Contact**

FHNW Academy of Art and Design

Jenni Schmitt, Communications  
Freilager-Platz 1

4002 Basel

[jennifer.schmitt@fhnw.ch](mailto:jennifer.schmitt@fhnw.ch)

T +41 61 228 43 52