

CENTRE D'ART CONTEMPORAIN GENÈVE

10, rue des Vieux-Grenadiers, 1205 Genève t +41 22 329 18 42 f +41 22 329 18 86 www.centre.ch

PRESS KIT

# ***Panorama***

Graphic Design in Romandie

25.03 – 26.06.2011

A Schönerwehrs project

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PRESS RELEASE

March 2011

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The Centre has invited Schönherwehrs – the innovative visual communication agency created by young graphic designers Gregor Schönborn, Stéphane Hernandez and Niels Wehrspann – to curate in conjunction with Katya García-Antón (director of the Centre d'Art Contemporain Genève) an exhibition dedicated to the practices and recent productions in graphic design in Romandie.

PANORAMA invites the spectator to explore the little known graphic landscape of this dynamic region – its richness, diversity and local specificities, as well as to discover its relation with other fields of contemporary culture.

Approximately sixty graphic designers and communication agencies will be presented in this project. We are invited into the visual and discursive universe of a graphic design studio. Posters large and small, fold-outs and brochures, invitations, flyers, books and magazines many of them rare, may be leafed through and examined. At the same time, a sound landscape interweaves the designers' voices, relating their most challenging experiences in the course of their design career, and the everyday sounds of their studios. An exhibition to see, touch and hear.

This project takes place at a time when the profession is facing an in-depth realignment that affects its tools as much as its economic and cultural context. Visual communication is being impacted by several currents: the globalization of influences and references; the growing weight of marketing; the democratization of the tools used; and the increased need of the individual to have an image and to manipulate it, to cite only a few.

PANORAMA affirms graphic design as a cultural asset whose practice cannot be reduced to its commercial aims. By modulating the way people see their culture, graphic design shapes the values of that culture. The exhibition intends to increase the public's and professionals' awareness of these stakes and raise the burning questions of the moment.

SAVE THE DATES :

Exhibition :

Press:

Opening:

Arty Night, roundtable discussion of the current questions in the local graphic design scene

25.03 – 26.06.2011

24.03 at 4pm

24.03 at 6pm

23.06 at 7pm

THE GRAPHIC DESIGNERS EXHIBITED:

Ab'Aigre, Roland Aeschlimann, Aloys – les studios Lolos, Atelier B – Christian Billi, Francis Baudevin, Ben, Billy Ben, BLVDR, Boabooks – Izet Sheshivari, Sous la Verrière – Camille Bozonnet, B.ü.L.b graphix, Georges Calame, Charlotte & Mathias, Guillaume Chuard, Coboï, Flavia Cocchi, Demian Conrad, Emmanuel Crivelli, Dimitri Delcourt, DIY, Olivier Ducret, Nicolas Eigenheer, Elvis Studio, Emphase, Fageta, Federal studio, Diego Fellay, Vincent Fesselet, Fulguro, Gavillet & Rust, Yves Gerteis, Isabelle Guillaume, GVA Studio, Anna Haas, Pascal Habegger, Happy Pets, Jonathan Hares, Edi Hauri, Robert Hérítier, Jean-Marc Humm, Laurent Iacazzi, Werner Jeker, Körner Union, League, Lowrider, Claude Luyet, Madame Paris, David Mamie, Luciano Marx, Maximage, Pierre Monnerat, Elena Montesinos, Neo Neo, x nico x, No-do, Notter + Vigne, Martin Oberli, Oficina – François Duley, Ongaro, onlab, Roger Pfund, Atelier Poisson – Giorgio Pesce, François Rappo, Tatiana Rihs, Eva Rittmeyer, Xavier Robel, Schaffter Sahli, Schönherwehrs, Georges Schwizgebel, So2Design, Sidney Stucki, Stuf, superbüro, Superposition, Ramaya Tegegne, Florence Tétier & Maxime Büchi, Themes, Atelier Tiramisù, Nicola Todeschini, Nicole Udry, Aris Zenone, Renato Züllli.

FOR MORE INFORMATION, please contact:

Centre d'Art Contemporain Genève

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PRESS DOCUMENTATION March 2011: CURATORS' BIOGRAPHIES

## Schönherwehrs

Geneva based visual communication studios

Schönherwehrs brings together and confronts the skills of three individual graphic designers – namely Gregor Schönborn, Stéphane Hernandez and Niels Wehrspann – with complementary backgrounds and know-how.

Schönherwehrs develops innovative graphic languages, plays with visual standards, creates unexpected concepts and allies creative insolence with professionalism.

Schönherwehrs highlights the artistic and commercial intentions of their clients, reveals the heart of a communication campaign, clarifies corporate visions and reinforces brand identity with an articulate and identifiable visual vocabulary.

Schönherwehrs accompanies and guarantees all the steps of a given project, from early conceptualization stages to the actual fabrication of all possible institutional or commercial printed media thanks to typographical virtuosity, design acumen and an in-depth knowledge of production techniques.

Schönherwehrs works with a network of artists, product designers, photographers, programmers and printers that share the same philosophy of rigor and excellence.

## TEACHING POSITIONS

Since 2009, Gregor Schönborn and Niels Wehrspann have been teaching graphic design the École nationale des beaux arts de Lyon (Enba)

Since 2009, Gregor Schönborn and Niels Wehrspann are regularly invited to lecture at Geneva's University of Art and Design (HEAD)

## PUBLICATIONS

2010 Edelweiss Men (JRP Ringier, Lausanne); Idpure (Morges); Amateur Eyelove Magazine (Aarau)

2009 Idpure (Morges); Etapes (Editions Pyramid, Paris); Swiss Graphic Design (Die Gestalten Verlag, Berlin)

2007 « We make fonts », Revue Inox (JRP Ringier éditions)

2006 « Contemporary Swiss Graphic Design », Altitude (Die Gestalten Verlag, Berlin); L'Hebdo (JRP Ringier, Lausanne)

2003 « A Way through Swiss Graphics », Pathfinder, (IdN, Hong Kong)

2002 Swiss Design 2002 (Lars Müller Verlag, Baden/CH); « Digital Typface Design », Type 1 (Universe, London); Urban Calligraphy, (Die Gestalten Verlag, Berlin)

2000 Benzin : Junge Schweizer Graphik (Lars Müller Verlag, Baden/CH)

1999 Discstyle (Edition Olms, Zurich); Specials (Booth-Clibborn, London)

## EXHIBITIONS

2011 PANORAMA, Graphic Design in Romandie, Centre d'Art Contemporain Genève

2008 Schönherwehrs Showroom, Milkshake Agency, Geneva

2008 Music and Graphic Design Convention, Zinéma, Lausanne

2007 Wunder Stanza, BAC, Geneva

2003 Schönwehrs Showroom, Forde, Geneva

## CLIENTS LIST:

More information on [www.schonherwehrs.com](http://www.schonherwehrs.com)

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IMAGE SHEET

## **Panorama**

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25.03 – 26.06.2011



Madame Paris, Happy Pets, Gavillet & Rust, League, Renato Züllli, Georges Calame, Flavia Cocchi, Schönerwehrs, Maximage, Werner Jeker, Martin Oberli, Notter + Vigne, DIY, Körner Union, Roger Pfund, Billy Ben, Schaffter Sahli, Aris Zenone, Fageta, Charlotte & Mathias, superbüro, Federal

Feel free to crop this image

EXHIBITIONS VIEWS WILL BE AVAILABLE FROM MARCH 30TH 2011 ON

FOR HIGH RESOLUTION IMAGES :

Centre d'Art Contemporain Genève

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