

Urs Graf: Curriculum Vitae

3.2012

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Nationality

Swiss

- 1959** Born in Germany.
- 1966** Moved to Basel, Switzerland.

Education

- 1979 – 1981** Professionally trained as a book designer at Birkhäuser publishers, Basel, where he learned all the stages of book production and sale. He participated in several publishing projects in areas such as architecture, art, literature, sciences, etc.
- 1981 – 1983** Production and design, copyediting, printing supervision for the publisher Lenos, Basel.
- 1984** Postgraduate studies in Design. Basel School of Design.
- 1985 – 1988** Master's in Design with major in Visual Communication. Basel School of Design.
- 1988** Tesis *Educational Material for Language Courses with Refugees*.

Languages

German (100%)

Spanish (100%)

French (100%)

English (100%)

Teaching

- 1990** International Design professor. Courses in typography, semiotics, and posters. Higher Institute of Industrial Design, Havana, Cuba.
- 1991 – 2002** Taught typography, prepress, posters, and animation, Basel School of Design.
- 1996 – 2002** Annual courses in design and prepress in the Program to Upgrade State Professors, Basel.
- 1998 – 1999** Taught animation and interaction in InterMedia, FH Vorarlberg University of Applied Sciences, Austria.
- 2004 – 2006** Professor of typography. Specialization workshop in typography in publishing, Faculty of Philosophy and Letters, National Autonomous University of Mexico (UNAM), Mexico City.

Lectures and Workshops

- 1992** Lecture *A Year in Cuba. Design in Underdevelopment.*
Typographers' Union, Berne, Switzerland.
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- 1996 – 2000** Workshop and lecture at the School of Fine Arts of Reykjavík, Iceland.
(Given every other year.)
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- 1999** Summer workshop on corporate identity for the international meeting of geographers. I
InterMedia, FK Vorarlberg University of Applied Sciences, Austria.
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- 2000** - Typographic workshop with professionals and students. Higher School of Design,
Havana, Cuba.
- Lecture on working in series. Mexico Poster Biennial, Wilfredo Lam Center, Havana, Cuba.
 - Lecture on multimedia and interactivity. Annual Meeting of Teachers in the Bachelor's
Program of the State of Basel.
 - Typographic poster workshop. Licentiate program in Graphic Design,
Universidad Anáhuac, Mexico City.
 - Image/Visualization workshop. Postgraduate course (master's), Universidad Anáhuac,
Mexico City.
 - Lecture on his studio's work. Manuel M. Ponce Hall, Palace of Fine Arts, Mexico City.
 - Lecture on his studio's work and producing interactive materials.
Universidad Intercontinental, Mexico City.
 - Lecture on his studio's work and producing interactive materials.
Universidad de las Américas, Puebla, Mexico.
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- 2001** - Workshop on typographic posters. Licentiate program in Graphic Design,
Universidad Anáhuac, Mexico City.
- Typographic workshop. Postgraduate course (master's), Universidad Anáhuac,
Mexico City.
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- 2002** - Thesis advisor in the master's program in Publishing Design, Universidad Anáhuac,
Mexico City.
- Typographic poster workshop. Autonomous University of San Luis Potosí,
Habitat Faculty, San Luis Potosí, Mexico.
 - Lecture on animation and interactivity, QUORUM, Mexico City.
 - Lecture on animation and interactivity, National School of Visual Arts, Mexico City.
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- 2003** - Lecture on his firm's work and on the production of interactive materials.
Universidad Autónoma Metropolitana, Mexico City.
- Workshop on linguistic and typographic legibility. Certificate course:
Processes in Book Publication, Faculty of Philosophy and Letters of the
National Autonomous University of Mexico (UNAM), Mexico City.
 - Jury member in the category Digital Publications Design.
Second National Design Biennial. INBA School of Design, Mexico City.
 - Workshop in semiotics and animation, Second National Design Biennial,
INBA School of Design, Mexico City.
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- 2004** - Workshop on linguistic and typographic legibility. Certificate course:
Processes in Book Publication. Faculty of Philosophy and Letters of the
National Autonomous University of Mexico (UNAM), Mexico City.
- Lecture on the history of international graphic design.
International Design Day, TEC de Monterrey, Guadalajara campus, Jalisco.
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- 2005** Workshop with students in the last year of the licentiate program in Graphic Design,
Autonomous University of Aguascalientes, for the competition for the
San Marcos Fair 2006.
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- 2006** Workshop on typographic legibility: canons, myths and realities, typography, discourse, text, and typography: the construction of meanings. Certificate course: Processes in Book Publication. Faculty of Philosophy and Letters of the National Autonomous University of Mexico (UNAM), Mexico City.
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- 2007** Workshop in Typography: the construction of meanings. Certificate course: Processes in Book Publication. Faculty of Philosophy and Letters of the National Autonomous University of Mexico (UNAM), Mexico City.
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- 2008** Workshop in Typography and typographic legibility: canons, myths, and realities. Certificate course: Processes in Book Publication. Faculty of Philosophy and Letters of the National Autonomous University of Mexico, Mexico City.
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- 2009** Lecture series *The Digital Image (for Book Publication)*, as part of the Ninth Publishing Processes Workshop. National Autonomous University of Mexico (UNAM), Institute of Historical Research.
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- 2010** Lecture on animation and interactivity, Universidad Anáhuac, Mexico City.
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- 2011** *Forum lecture series*, Basel School of Design.
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Professional Experience

- 1989** - In charge of the Prepress Department at the printers Rumzeis-Druck, Basel
 - Freelance work
 - Photography for the magazine *Revolución y Cultura*, on Holy Week rites among Haitian immigrants in Cuba.
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- 1990** Work for the National Industrial Design Office, Havana, Cuba.
 Corporate identity for museums, hotels, businesses in the chemical sector, and construction and medical equipment manufacturers.
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- 1991** Head of the Design Department of the agency Zutter Sommer Marketing, Basel.
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- 1992** Founded his own design studio in Basel, focusing on conceptual work with museums and publishers (corporate identity, exhibitions, catalogues, interactive media, etc.) (to the present).
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His Studio's Projects

Museums

Kunsthalle Basel (Museum of Contemporary Art of Basel).

Corporate identity, concept, and creating stationary, the website, posters (to date, more than 30), invitations and magazines (to date, 25 issues), etc. He also developed the concept and design of 55 exhibition catalogues.

Kunstmuseum Basel (Fine Arts Museum, Basel).

Designed the catalogue *Nam Jun Paik*.

Designed the book *Urs Graf*.

Historisches Museum Basel (Historical Museum, Basel).

Posters and pamphlets for diverse exhibitions.

Spielzeugmuseum Riehen (Toy Museum, Riehen).

Concept of the exhibition *Hans Rudolf Wettstein*, designed posters and pamphlets for several exhibitions.

- Kunstmuseum Bern (Fine Arts Museum of Berne).
- Historisches Museum Luzern (Historical Museum of Lucerne).
- Landesmuseum Zürich (National Museum of Zurich).
- Musée d'Art et d'Histoire de Fribourg (Museum of Art and History of Fribourg).
- Historisches Museum Basel (Historical Museum of Basel).
- Musée d'Unterlinden, Colmar.
- Musée des Beaux Arts (Museum of Fine Arts), Dijon.

Concept and installation of the traveling exhibition

Im Zeichen der Nelke/Au Signe de l'oeillet.

Musée d'Art et d'Histoire de Fribourg (Museum of Art and History of Fribourg).

Concept and installation of the exhibition Hans Fries, including designing special display cases for fifteenth-century works and an interactive information stand.

Museo Nacional de Arte (MUNAL; National Museum of Art), Mexico City.

Concept and installation of the interactive for the educational space.

Museo del Palacio de Bellas Artes (Museum of the Palace of Fine Arts), Mexico City.

Interactive *The Myth of Two Volcanoes.*

Universalmuseum Joanneum, Graz, Austria.

Concept and design of the catalogue on the overall exhibition design.

Sala de arte público Siqueiros (Siqueiros Hall of Public Art), Mexico City.

Interactive *Hello from America* in collaboration with Carlos Aguirre.

National Institute of Fine Arts (INBA) and Ex Teresa Arte Actual, Mexico City.

Interactive *Oh God* in collaboration with Carlos Aguirre.

Museo MODO, Mexico City.

Installation of screens with the museum's general information.

Multimedia installation based on a selection of texts by Carlos Aguirre.

Publishers

Benteli Verlag, Berne.

Concept and design of the book *Die Nelkenmeister.*

Verlag Lars Müller.

Concept and design of the book *Wolfgang Weingart, Typography.*

Neue Zürcher Zeitung Verlag.

Concept and design of the book *Hans Fries, Ein Maler an der Zeitenwende.*

Edition Payot Lausanne.

Concept and production of the book *Hans Fries, un peintre au tournant d'une époque.*

Schwabe Verlag Muttenz.

Concept and design of the book *Urs Graf/Werkkatalog Kupferstichkabinett Basel.*

Institute of Aesthetic Research, National Autonomous University of Mexico (UNAM), Mexico City.

- Concept and design of the book *Acercarse y mirar; Homenaje a Beatriz de la Fuente.*

- Concept and design of the book *Digitalización de imágenes para colecciones fotográficas.*

- Concept and design of the book *El olli en la plástica mexicana.*
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Economy Faculty, National Autonomous University of Mexico (UNAM), Mexico City.

Concept and design of the journal *EconomíaUNAM.*

Editorial Turner de México, Mexico City.

CCConcept and design of the book *Sebastian, Geometría Emocional.*

Fundación Sebastián, Mexico City.

Concept and design of the catalogue *Sebastian, Geometría Emocional*.

Paloma Torres / Maribel Portela, Mexico City.

Concept and design of the catalogue *Construyendo con la mirada*.

Juan García, Mexico City.

Concept and design of the book *Free Tibet*.

Javier Nava González, Cuernavaca, Mexico.

Concept and design of the book *Leer y escribir para ser sujeto*.

Christine Aebi-Ochsner, Biel/Bienne

Concept and design of the catalogue *Oración secreta*.

Lucille Wong, Mexico City.

Concept and design of the catalogue *Tiempo abrasado*.

National Autonomous University of Mexico (UNAM), Institute of Aesthetic Research.

Re-designing the series *La Pintura Mural Prehispánica en México*.

- Concept and design of the book *La pintura mural prehispánica en México III. Oaxaca. Tomo I y II. Catálogo*.

- Concept and design of the book *La pintura mural prehispánica en México III. Oaxaca. Tomo III y IV. Estudios*.

National Autonomous University of Mexico (UNAM), Institute of Historical Research.

Concept and design of the book *Introducción a la Cosmografía y las cuatro navegaciones de Américo Vespucio*.

Pedro Meyer, Lunweg Editores, Mexico City/Barcelona.

Concept and design of the book *Heresies*.

Facultad Latinoamericana de Ciencias Sociales

(Flacso; Latin American Faculty of Social Sciences). Mexico headquarters.

Concept and design of the book *Diccionario básico de derechos humanos*.

Cultura de los derechos en la era de la globalización.

Secretariat of Public Education (SEP), Mexico City.

- Concept and design of the book *Historia. Cuarto grado*.

- Concept and design of the book *Geografía. Cuarto grado*.

- National Autonomous University of Mexico (UNAM), Institute of Historical Research.

Concept and design of the book *La UNAM por México*.

- Talamontes Editores, Mexico City.

Concept and design of the book *Rafael Coronel, Retrofuture*.

Other Clients

UVEK (National Ministry of Environment, Traffic, Energy, and Communication).

Designed the webpage (competition by invitation in which he received second place).

Schauspielschule Bern (Theatre School of Berne).

Corporate identity, poster, and diverse promotional materials.

Musikakademie Biel (Academy of Music Biel).

Signage system, catalogue of courses.

Hochschule für Musik und Theater Bern (Higher School of Music and Theatre, Berne).

Corporate identity and quarterly programs (competition by invitation, in which he received first place).

World Wildlife Fund Basel

Concept and design of quarterly magazine and diverse promotional materials.

Greenpeace Schweiz (Greenpeace Switzerland).
National campaign against France's nuclear testing *No à la bombe*.
Poster and diverse promotional materials.

M8 Köln (book and digital media distributor in Cologne, Germany)
Corporate identity, designed stands for the Frankfurt Book Fair.

Moto Hell Arlesheim (Yamaha motorcycle shop).
Corporate identity, webpage, and diverse promotional materials.

Chiquet Energietechnik AG Basel (heating systems enterprise).
Corporate identity, technical catalogues, and diverse promotional materials.

ACR Atelier de Conservation et de Restauration (restoration workshop), Fribourg.
Corporate identity and diverse promotional materials.

Musikakademie Basel (Academy of Music of Basel).
Signage system.

Sehbehindertenhilfe Basel-Stadt (Assistance Office for the Blind in Basel).
Corporate identity and diverse promotional materials.

LOTSE Basel (Office of Integration for Unemployed Foreigners).
Corporate identity.

MacArthur Foundation Mexico.
Concept and design of the webpage.

Solema S.R.L. (automation systems), Bergamo (IT).
Interactive CD-ROM.

Sebastian (sculptor), Mexico City.
Concept and design of the image of the exhibition *Geometría Emocional* in the Museum of San Ildefonso.

Basler Appell gegen Gentechnologie (Basel NGO).
Concept and design of the webpage.

Iris Saner - Matias Spescha.
Concept and design of the webpage.

Centro. Diseño, cine, television (design, film, and television school), Mexico City.
Developed the study program for the licentiate in Graphic Design and Publicity.

Centro de Innovación y Asesoramiento Pedagógico, A.C.
(Center for Pedagogical Innovation and Consultancy), Mexico City.
Developed the study program for the licentiate in Graphic Design of the Universidad Insurgentes.

Tribunal Superior de Justicia del Distrito Federal
(Higher Court of Justice of the Federal District), Mexico City.
Interactive CD-ROM *150 años impartiendo justicia*.

University of Guadalajara, Mexico.
Interactive CD-ROM *Tierra de Xalli*.

Nina Menocal Gallery.
Multimedia installation *Sin Palabras* con based on drawings by Carlos Aguirre.

Medizinisches Zentrum Chur (Center for Medical Attention).
Concept and production of the webpage.

Diego Rivera Mural Museum, Mexico City.
Multimedia installation *Una tarde en la alameda* in collaboration with Carlos Aguirre.
