

RONNY VAN DE VELDE



Piet Zwart (1885 - 1977)

N.K.F. kabel., 1924

Graphic design in black and blue, pressure mounted on gray paper, with collage comic
320 x 230 mm

Signed and dated on the back and with address stamp

Provenance:

Legacy Piet Zwart, Wassenaar

Literature:

Fridolin Müller, Piet Zwart, Hastings House Publishers, New York, 1966, p. 74 ill.

Herbert Spencer, Pioneers of Modern Typography, 1982, p. 114 ill. en

Herbert Spencer, 1983, p. 116 ill.

William Graatsma, Rosbeek, Piet Zwart - normalieënboekje, 1986,
p. 18 en 17 ill.

Bruno Monguzzi, Rassegna, nummer 30, Piet Zwart: The Typographical Work 1923-1933, 1987, p. 27
ill.

Artist description:

Piet Zwart, a Rotterdam-based designer and typographer, began his career working in the tradition of the Arts and Crafts movement, but radically reoriented his work in 1917 under the influence of the avante-garde De Stijl group. Through his De Stijl contacts, Zwart met Kurt Schwitters, El Lissitzky, and Jan Tschichold, all of whom were developing a modernist mode of graphic design, combining the technique of photomontage with geometric Constructivist elements. In the 1920s and '30s, Zwart produced advertisements in this idiom for prominent clients such as NKF (the Dutch cable works) and

PTT (the Dutch postal service). He was a member of the Circle of New Advertising Designers, a group of designers founded by Schwitters, who shared similar experimental interests. In addition to his commercial design projects, Zwart was also involved in leftist politics and the Dutch worker-photography movement.