

Fact Sheet

Updated June 22, 2023



The Resnick Center for Herbert Bayer Studies

The Resnick Center for Herbert Bayer Studies (the Bayer Center), located on the campus of the Aspen Institute in Aspen, Colorado, opened on June 26, 2022. This 7,000-square-foot space is dedicated to preserving the legacy of the artist and designer Herbert Bayer (1900–1985), who studied and taught at the Bauhaus before emigrating from Germany to the United States in 1938. Between 1946 and 1975, Bayer was instrumental in Aspen’s postwar revitalization, designing the Aspen Institute campus and shaping the organization’s early artistic and programmatic vision.

The Bayer Center promotes a fuller understanding of Bayer—one of the leading figures to translate the Bauhaus movement into an American context—and his contributions to art, design, and architecture. It anchors the Aspen Institute’s campus-wide visual arts program, which includes over 9,000 square feet of gallery space and multiple site-specific outdoor art installations. The vision is intended to honor Bayer’s interdisciplinary perspective by promoting an understanding of art and design through exhibitions, public programming, and educational initiatives.

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Current Exhibition — June 20, 2023 to April 27, 2024

Concept of a Visualist: Herbert Bayer's World Geo-Graphic Atlas

On view in the Resnick Center for Herbert Bayer Studies, this exhibit examines Herbert Bayer's 1953 *World Geo-Graphic Atlas*, a landmark work of visual education and modernist design. Commissioned by Walter Paepcke to mark the twenty-fifth anniversary of Container Corporation of America, the atlas was revealed at the 1953 International Design Conference at the Aspen Institute. Characterized by Bayer as "the concept of a 'visualist,'" the work's imaginative approach to information design transformed the look and character of subsequent geographic atlases and popular scientific illustration. Emphasizing conservation and warning of potential environmental catastrophe, its message proved prescient. Marking the seventieth anniversary of the atlas's publication, this is the first exhibition devoted to this groundbreaking work.

The *World Geo-Graphic Atlas* is a collaboration between Bayer expert Bernard Jazzar and art historian Benjamin Benus, associate professor at Loyola University, New Orleans, and author of the book, *Herbert Bayer's World Geo-Graphic Atlas and Information Design at Mid-Century*. Drawing on a range of original artworks, print media, and photographic documentation, this exhibition examines the sources, creative processes, and intellectual exchanges that brought about this fascinating work. In addition to exploring Bayer's contributions to map design and scientific illustration, *Concept of a Visualist* provides insights into Bayer's artwork and highlights the atlas's continued relevance for audiences today.

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Satellite Installation — June 20, 2023 to April 27, 2024 *Charting Space: Herbert Bayer's World Geo-Graphic Atlas at 70*

In conjunction with the Aspen Institute's primary exhibition devoted to the creation of the atlas presented in the Resnick Center for Herbert Bayer Studies, Andrew Travers, the inaugural Penner Manager of Educational Programming, has curated an educational presentation titled *Charting Space: Herbert Bayer's World Geo-Graphic Atlas at 70* in the Resnick Gallery located in the Doerr-Hosier Center. Intended for visitors of all ages, the installation uses Bayer's atlas as a springboard to explore current global issues including, travel, natural resources, population, and conservation. Using interactive elements and multimedia experiences, the layout focuses on the themes that Bayer used to visualize the world for readers: the observable universe; the planet Earth; and individual states and countries.

The centerpiece of the exhibition is a recreation of Herbert Bayer's "Outside-In Globe", originally erected in 1943 for his exhibition *Airways to Peace: An Exhibition of Geography for the Future* created for the Museum of Modern Art. The original 13-foot globe transferred the countries and bodies of water of the earth from the exterior — as was typically presented — to the interior of the sphere, allowing the viewer to see a greater proportion of the earth's surface and to observe the spatial relationships that were not understood in a two-dimensional map. Here, a reduced-size globe with an updated interior map is suspended from the Isaacson room ceiling.

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The Bayer Center Store

Opening in June 2023, the Bayer Center Store features a rotating display of Herbert Bayer prints from various decades and curated retail items focused on modernist design influenced by the Bauhaus and Herbert Bayer. Merchandise includes custom apparel and books, jewelry, Bauhaus product re-editions, functional items for the home, personal accessories, games, and textiles.

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Basic Information

Resnick Center for Herbert Bayer Studies is free and open to the public.

Hours and tours

Visit the website for seasonal details.

Website/Social

www.thebayercenter.org

@thebayercenter

Instagram | Facebook

Formal Name

“Resnick Center for Herbert Bayer Studies”

“Aspen Institute”

“Aspen Meadows Campus”

(historic campus in Aspen, Colorado)

Title of Current Exhibition

Concept of a Visualist: Herbert Bayer’s
World Geo-Graphic Atlas

Guest Curators of Exhibition

Benjamin Benus and Bernard Jazzar

Dates of Exhibition

June 20, 2023 through April 27, 2024

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herbert bayer studies

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Additional Details

- Built in 2021
- Open to the public June 26, 2022
- Approximately 7,000 square feet space, includes thirteen galleries as well as storage and archive facilities.
- Designed to support museum-grade conditions for the display and storage of fine art.
- A two-story building, with a lower level below grade. The building's upper level aligns with the profile of the adjacent Boettcher Building, designed by Herbert Bayer.
- The center anchors the Aspen Institute's campus-wide visual arts program, which includes over 9,000 square feet of gallery space and over forty acres of outdoor space.

Lead Architect

Jeffrey Berkus Architects

Architects of Record

Rowland+Broughton Architecture and Interior Design
www.rowlandbroughton.com



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Summary Content

Short: 75 words

The Resnick Center for Herbert Bayer Studies (the Bayer Center) is a new exhibition space and center for the study of art located on the Aspen Institute's campus. Named after Herbert Bayer (1900–1985)—an influential modern artist and designer who worked at the Bauhaus before relocating to Aspen in 1946—the Bayer Center honors his interdisciplinary perspective by promoting an understanding of art and design through exhibitions and public programming. Free Admission. thebayercenter.org

Long: 230 words

The Resnick Center for Herbert Bayer Studies (the Bayer Center), located on the Aspen Institute campus, presents *Concept of a Visualist: Herbert Bayer's World Geo-Graphic Atlas* on view through April 27, 2024. This exhibition examines Herbert Bayer's *World Geo-Graphic Atlas*, a landmark work of visual education and modernist design which influenced subsequent geographic atlases and popular scientific illustrations. Five years in the making, it was first presented at the 1953 International Design Conference hosted by the Aspen Institute. Marking the seventieth anniversary of the atlas's publication, this is the first exhibition devoted to this groundbreaking and influential work.

Concept of a Visualist is a collaboration between Bayer expert Bernard Jazzar and Ben Benus, author of the recently released book, *Herbert Bayer's World Geo-Graphic Atlas and Information Design at Mid-Century*. Drawing on a wide range of media, the exhibition examines the myriad ways in which Bayer and his collaborators realized this pioneering work of art and science. Emphasizing natural resource conservation and warning of potential environmental catastrophe, its overarching message proved prescient at a volatile time in American history.

In addition to exploring Bayer's contributions to map design and scientific illustration, *Concept of a Visualist* provides new insights into his larger body of artwork and highlights the atlas's continued relevance for audiences today.

Free Admission

For hours and tour information, please visit our website: thebayercenter.org

