

# Press Release

Updated June 5, 2024

**Resnick Center for Herbert Bayer Studies' New Exhibition Opens June 11th**  
***"Bauhaus Typography at 100" features Herbert Bayer and other celebrated Bauhaus Artists***

Aspen, CO, June 5, 2024 – The Resnick Center for Herbert Bayer Studies (the Bayer Center), located on the Aspen Institute campus, is pleased to present *Bauhaus Typography at 100*, opening June 11, 2024, and on view through April 26, 2025. This collaboration with San Francisco-based Letterform Archive features the innovative typography of Herbert Bayer and other celebrated Bauhaus typographers.

Few design movements have shaped contemporary typography quite like the Bauhaus. Founded in 1919 by German architect Walter Gropius, the school embraced the tools of mass production in the creation of radical new art. Though the institution only lasted fourteen years, its influence endures. Bauhaus valued the integration of art, craft, and technology, which later became foundational principles in modern graphic design and today, just over one hundred years after its opening, those principles continue to influence the development of new techniques in graphic design and new typographic design.

First exhibited in San Francisco in 2019 at Letterform Archive, *Bauhaus Typography at 100* explores the school's unique legacy in graphic design and typography through artifacts of its own making – its books, magazines, course materials, product catalogs, stationery, promotional fliers, and other ephemera—as well as objects created by its many students and teachers before and after the time of the school. The exhibition draws a throughline from the Bauhaus's iconic style to the shape of typography today.

"Herbert Bayer's inventive use of typography and experimental layouts revolutionized graphic design in the 20th century. His work, such as the geometric sans-serif Universal typeface, exemplified the Bauhaus ethos of simplicity, functionality, and clarity," says Letterform Archive Executive Director and Curator Rob Saunders.

The exhibition, curated by Saunders and Henry Cole Smith and designed by James Williams, principal of The Common Era, features work by Johannes Itten, Paul Klee, Wassily Kandinsky, László Moholy-Nagy, Joost Schmidt, and Herbert Bayer along with others whose innovative typographic contributions are often overlooked, including women such as Friedl Dicker.

"We are excited to collaborate with Letterform Archive on this exhibition," says Bayer Center Executive Director Lissa Ballinger. "A non-profit center for preserving and sharing the history of the graphic arts, Letterform is a perfect match for the Bayer Center as we develop exhibitions around our mission to preserve and honor the interdisciplinary nature of Herbert Bayer and his legacy in Aspen and beyond."



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The hardcover exhibition catalog, *Bauhaus Typography at 100*, features 280 pages with high-fidelity images of objects from the exhibition and an introduction by Bauhaus design expert Ellen Lupton. It is available for purchase in the Bayer Center Store.

## Tour Information

Tuesdays/Thursdays

Free tours of the exhibition are offered throughout the summer from 12:30 to 1:30 pm on Tuesdays and Thursdays. [Register here](#) for exhibitions tours.

Wednesdays

On select Wednesdays throughout the summer, we will offer an introduction to the work of Herbert Bayer. This tour will cover Bayer paintings, drawings, photographs, and multi-disciplinary work on view in the Bayer Center, spanning the 1920s to the 1980s and following Bayer's creative progression from his years at the Bauhaus School and in Europe to the U.S. and his decades in Aspen. [Register here](#) for introduction tours.

## Images

Select images from the exhibition can be found [here](#).

## The Bayer Center Store

As an extension of the exhibition, the Bayer Center Store is highlighting the power of letters, color, and graphics in our retail offerings. In addition to beautiful homewares, jewelry, and gifts, we've added stamps, stencils, journals, art supplies, and other paper products to the store's collection of merchandise that inspires creativity, and celebrates the Bauhaus spirit.

## Visitor Information

Open starting June 11, 2024

Tuesday–Sunday, 12–5 pm, free and open to the public

More information at [www.TheBayerCenter.org](http://www.TheBayerCenter.org).

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The Aspen Institute is a global nonprofit organization committed to realizing a free, just, and equitable society. Founded in 1949, the Institute drives change through dialogue, leadership, and action to help solve the most important challenges facing the United States and the world. Headquartered in Washington, DC, the Institute has a campus in Aspen, Colorado, and an international network of partners. For more information, visit [www.aspeninstitute.org](http://www.aspeninstitute.org)

The Resnick Center for Herbert Bayer Studies (The Bayer Center) is an 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. Open to the public. Free admission. [thebayercenter.org](http://thebayercenter.org)

