

KARL GERSTNER (b. 1930)**Color Sound 15 Intro Version**

Signed verso, "Karl Gerstner"

nitro lacquer on plastic material

46 3/4 x 46 3/4 in.

1979

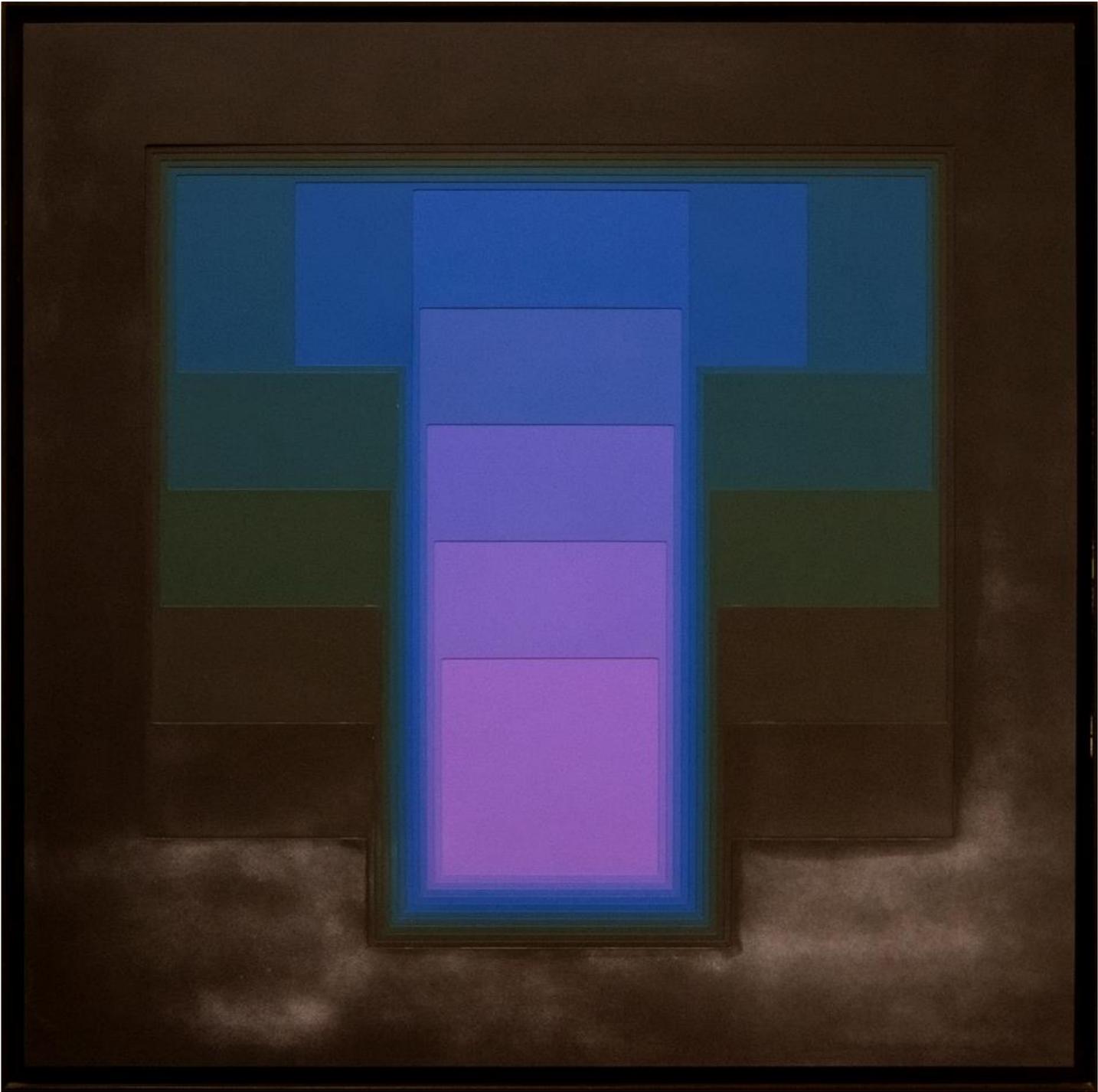
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PROVENANCE:

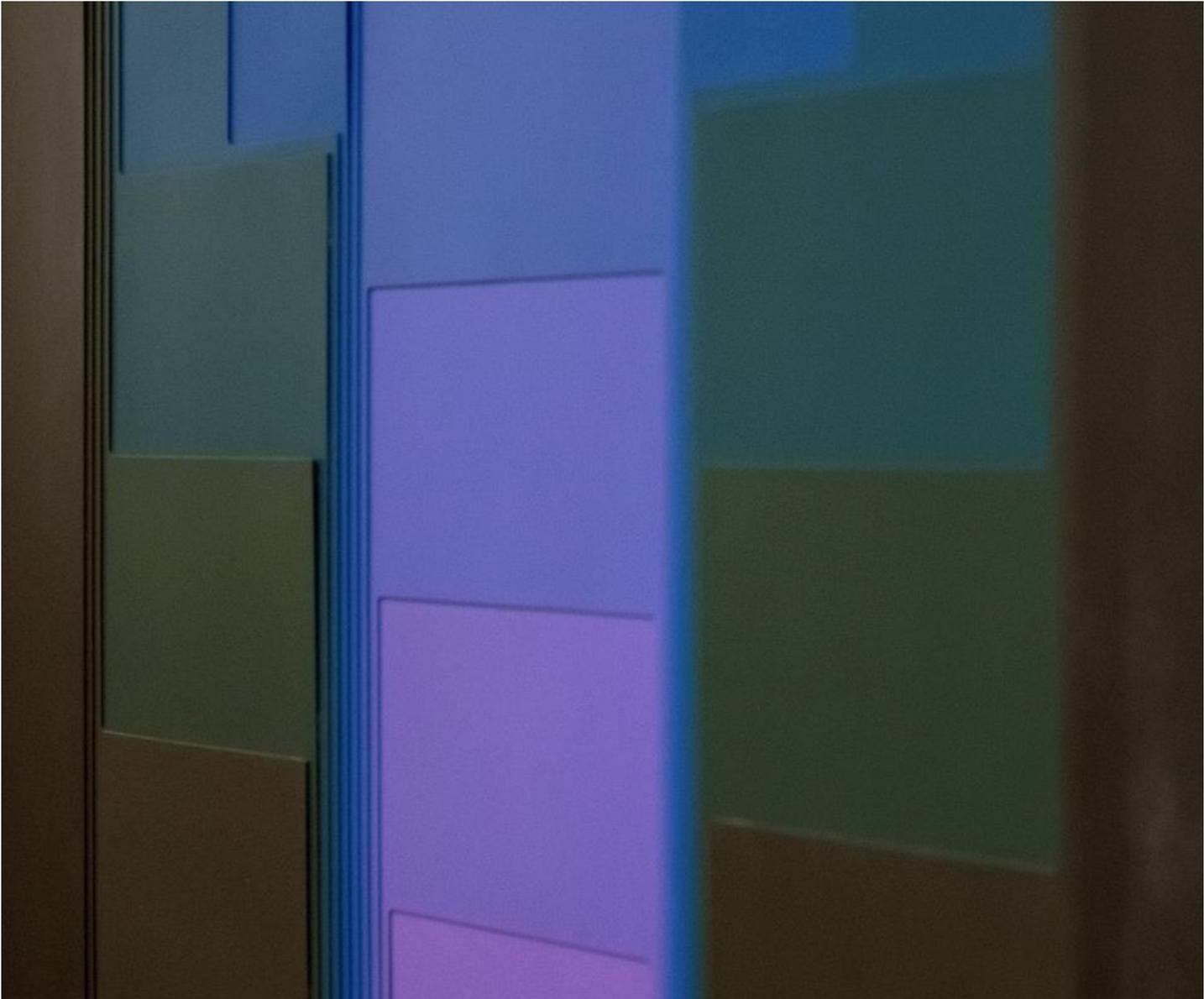
Direct from the artist to the Gloria Luria Collection in Miami, Florida

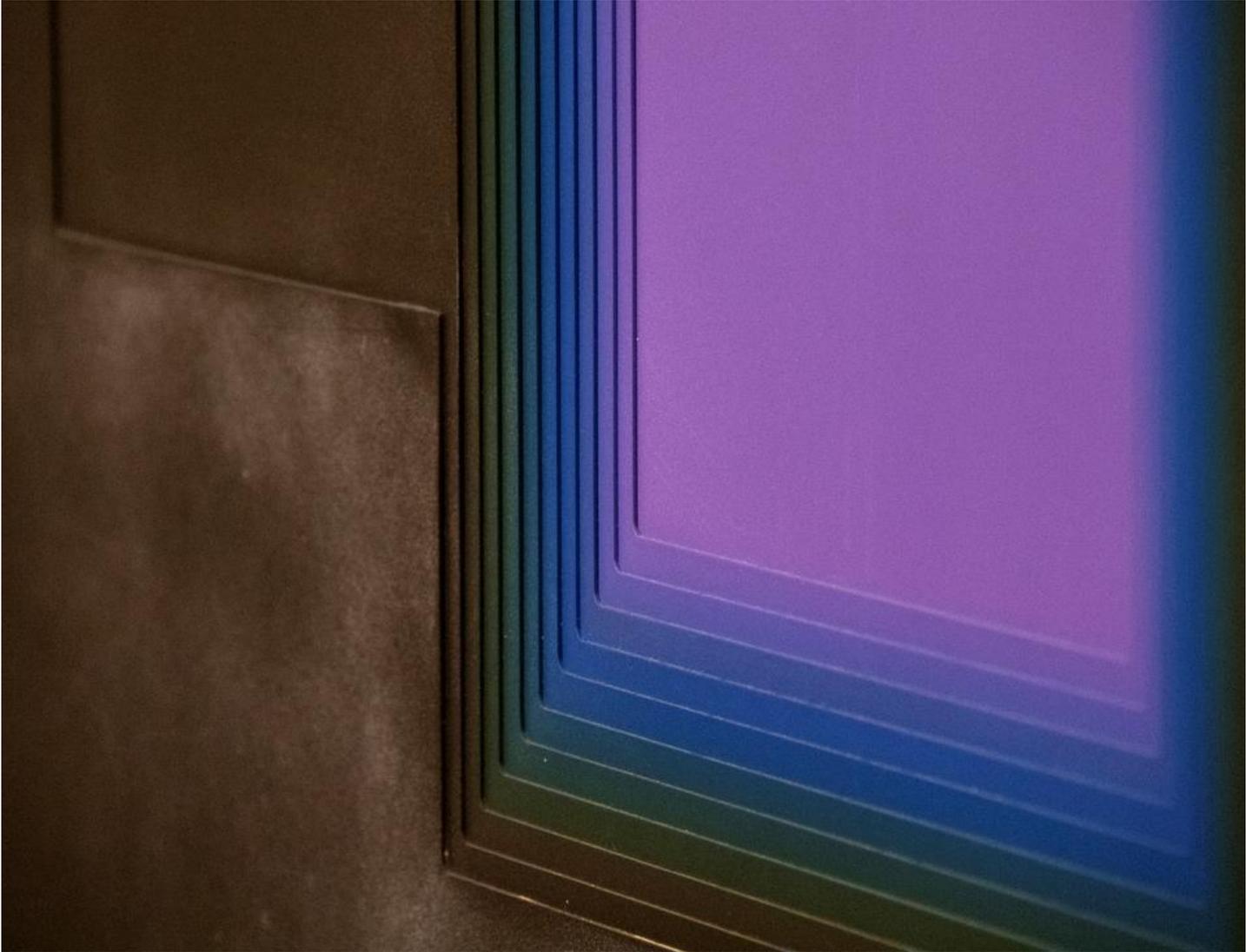
Karl Gerstner was born in Basel, Switzerland in 1930. His life was divided between being a painter and a graphic designer in which he saw success in both pursuits. Gerstner studied design at Allgemeine Gewerbeschule in Basel under Emil Ruder. In 1959, he partnered with Markus Kutter, a writer and editor, to form the agency Gerstner+Kutter which then became GGK with the addition of architect Paul Gredinger. GGK became internationally successful as a design agency. Gerstner's influence on typography is significant to the history and theories of graphic design. He popularized the use of unjustified ragged-right text in typography. He also proposed what he called Integral Typography which extended Max Bill's ideas on typography. A message in the form of text can convey a meaning or some information, however, when typography is used in an informed manner, Gerstner felt that it could greatly contribute to the connection between the words and the actual meaning (Left-Advertisement for Endress + Hauser, a company which sold measuring equipment. (Mid-1960s)). Gerstner saw typography as a way to express a whole greater than the sum of the words and the meanings. For example, the large headline of one of his Citroën advertisement stated "Don't buy this car" which was followed with "if you don't expect something out of the ordinary in a car" in smaller type. While this may seem commonplace or trite today, Gerstner + Kutter trail-blazed the clever use of type to make a point. In other words, Gerstner knew that the aesthetics of typography can aid the communication of ideas and information and that was the foundation of Integral Typography. Gerstner extended this idea beyond typography to the point where it was more important to consider the whole of the organization/company/project instead of the individual design elements or pieces. This is echoed in Gerstner + Kutter's principles brochure which speaks of the necessary connection between word and illustration in design pieces. His contribution to graphic design may be this holistic pursuit of understanding a design problem within a context to find its solution. (hypocritdesign)

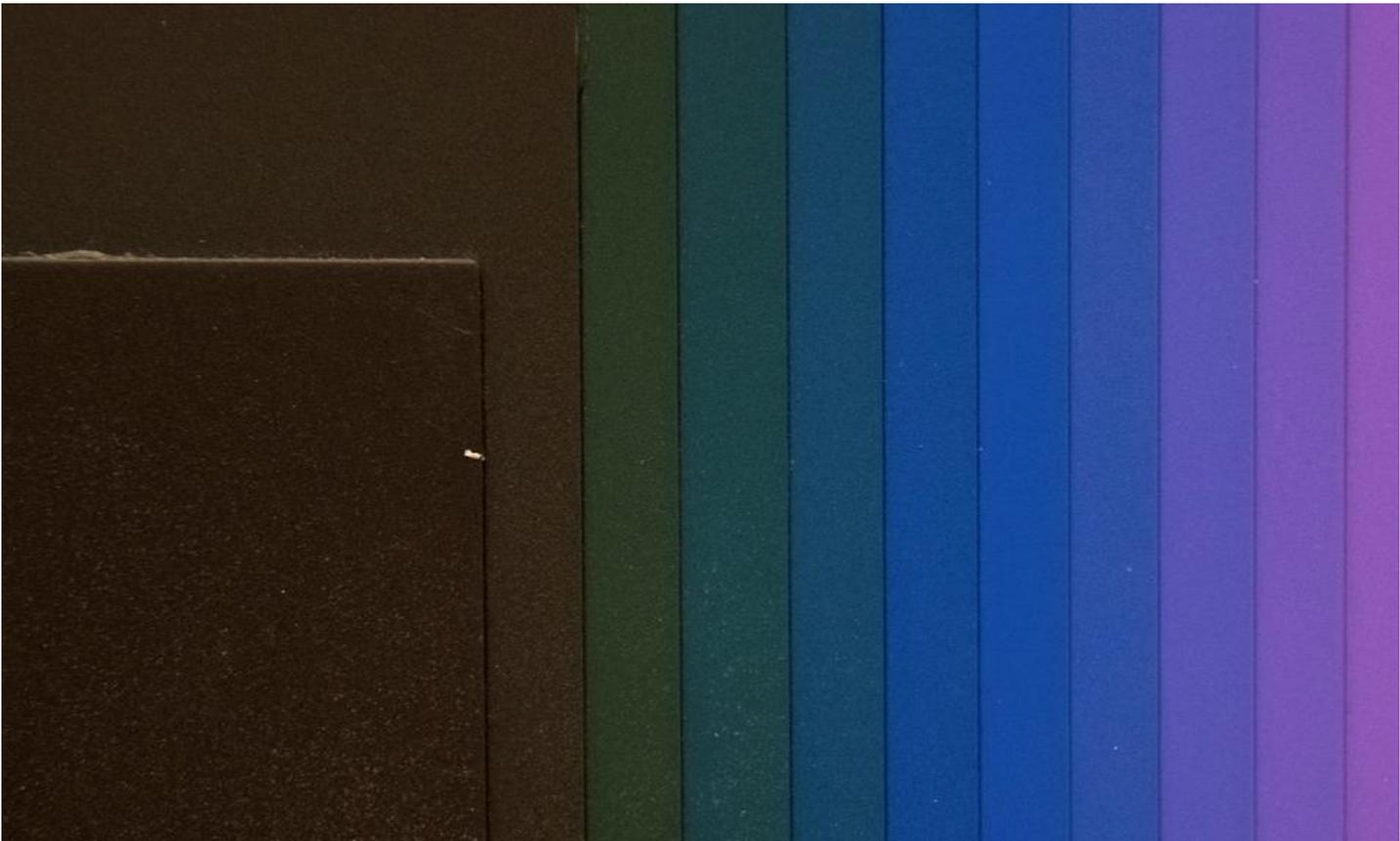
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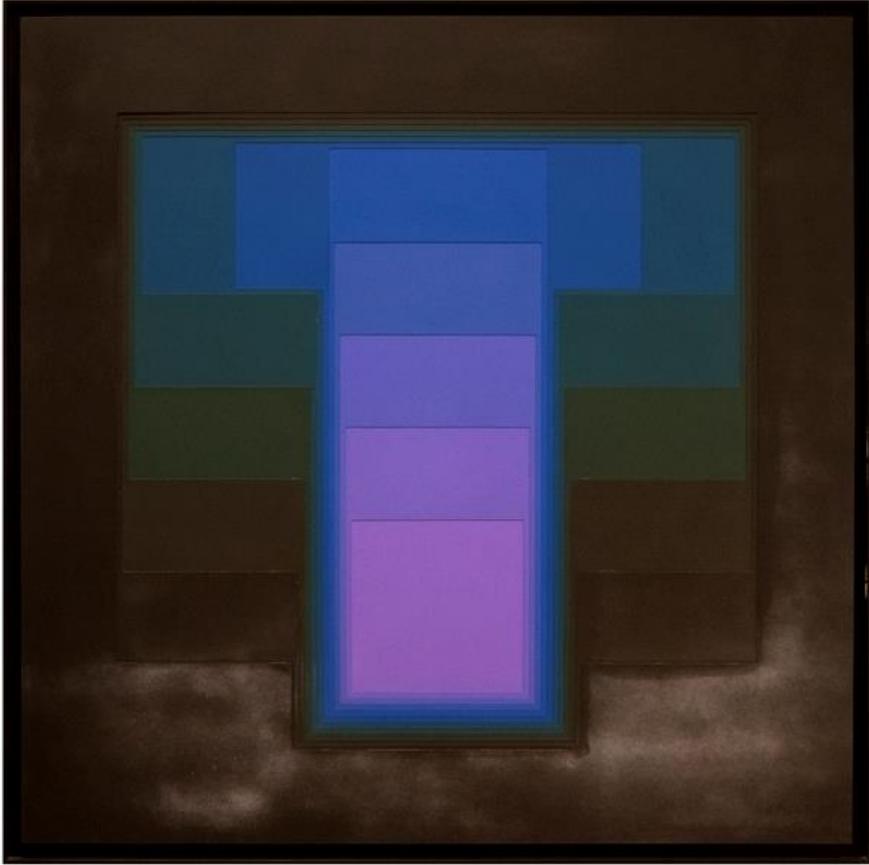












CS 15
Intro-Version
Karl Gustav
sig. 30 XI 72

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Intro-Version
Karl Gerstner
sig. 30. XI. 72

CS 15
galerie denise René, inc.
6 West 57 Street New York, New York 10019
Artist KARL GERSTNER
Title "Color Sound 15 Intro
Version" 1969-73
Size 4 1/2" x 4 1/2"
Material nitro lacquer on plastic
material