



Swiss graphic design has arguably been at the forefront of global visual communication for decades.

Typefaces such as Helvetica, Univers, or Frutiger have profoundly shaped the industry. Moreover, the Swiss-perfected grid system has influenced page design and designers such as Armin Hoffman, Herbert Matter, Max Bill, Josef Müller-Brockmann, and Wolfgang Weingart have influenced legions of design students and brought the spirit of Swiss design to the world.

Poster design is one of the master disciplines within graphic design and the Swiss have played a major role in it from its earliest beginnings.

Compared to graphic design, the Swiss film industry has been producing works on a smaller scale. Faced with multilingual obstacles (Swiss-German, French and Italian) and modest budgets, Swiss films struggle to reach an audience beyond their own language borders – a long tradition of excellent documentaries being the notable exception.

Under these circumstances staging an exhibition of Swiss film posters seems somewhat of a challenge. But thanks to creative designers, courageous producers and institutions, there are plenty of amazing art works coming from Swiss designers. Among them are mostly posters that have been designed for film cycles and institutions such as the *Cinémathèque Suisse* and the *Zürich Filmpodium*. Designers such as Paul Bruhwiler or Ralph Schraivogel have created posters for the monthly *Filmpodium* series that have become collectors' items and have won numerous awards.

Although the art of poster design is first and foremost an advertising tool it also reveals the collective values, moral beliefs and cultural identities within a given society. As such the *CinemaSwiss* exhibition in Victoria does not only allow us to gain a deeper understanding of Swiss style but also invites us to experience a colourful, creative and influential visual language.



The Visual Language of Herbert Matter

Tuesday • February 7th • Cap 6 Th 5 • 7:15

DIRECTOR: Reto Caduff
USA / Switzerland • 2010 • 78 min • DVD

A revealing look at the fascinating story of the highly influential mid-century modern design master, Swiss-born Herbert Matter, who won international acclaim for the pioneering use of photo-montage. Through never-before-seen footage the film explores the impact of his personal visual language that influenced a generation.



UVic Lansdowne Lectures:

Making Documentary Films - Passion and Commercialism.

Documentary director Reto Caduff looks at the fine line between the passion and the economic realities. Attendance is free of charge. **February 6th, 7:00 – 9:00 p.m.**
Location: University of Victoria (David Strong Building C 122).

Bringing Biographies Alive.

Filmmaker Reto Caduff will talk about the challenges and rewards in telling biographical stories. The number of participants is limited to 20. RVSP to geru@uvic.ca by January 20. Attendance is free of charge. **February 8th, 12:00-1:30 p.m.**
Location: University of Victoria (Hickman Building 120).

CinemaSwiss An Exhibition of Swiss Designed Posters

Open Wednesday, February 8 - Sunday, February 12 Noon - 5 PM
730 View St. No entrance fee.



180°

Tuesday • February 7th • Odeon Th2 • 9:30

DIRECTOR: Cihan Inan
Switzerland • 2010 • 93 min • DigiBeta

Early evening – a big city. Two teenagers shyly flirt with each other, a housewife sits down to watch her daily soap, nurses in a hospital gossip before the nightshift starts – a man with a rifle enters a building seeking revenge. In the blink of an eye seemingly unrelated events turn upside down what were once secure, happy, “normal” lives.



Urs Fischer

Saturday • February 11th • The Vic • 7:00

DIRECTOR: Iwan Schumacher
Switzerland • 2010 • 90 min • Blu-Ray

Now based in New York, the Swiss born artist Urs Fischer at 36 has achieved great international success in recent years with his huge and visually powerful sculptures. The film is structured around the current pinnacle of Fischer's career – his first one-man show in an American Art Museum. It records the preparation of this event, interwoven this with intriguing images of previous works and exhibitions.



Bird's Nest - Herzog & de Meuron in China

Friday • February 10th • The Vic • 7:00

DIRECTORS: Christoph Schaub & Michael Schindhelm
Switzerland • 2008 • 88 min • DigiBeta

Architects Jacques Herzog and Pierre de Meuron are literally building bridges between two cultures, two architectural traditions, and two political systems. Their work doesn't simply enhance China's great international debut, but serves the everyday needs of the Chinese population. *Bird's Nest* presents the Basle architects as they find solutions not in the comfort of an ivory tower but in encounters and friction on the ground.



Daniel Schmid - Le chat qui pense

Thursday • February 9th • Cap 6 Th 5 • 7:15

DIRECTORS: Pascal Hofmann, Benny Jaberg
Switzerland • 2010 • 83 min • Digital

The eventful life and cinematic legacy of an exceptional Swiss director of both films and opera: Daniel Schmid. Little did he know that one day his work would stand with filmmaking legends like Rainer Werner Fassbinder and Rosa von Praunheim. The film delves into the worldly nightlife of 1970s Paris, and reveals a gifted artist, who discovered early the magic of storytelling.



Max Bill - Das Absolute Augenmass

Wednesday • February 8th • Cap 6 Th 5 • 7:15

DIRECTOR: Erich Schmid
Switzerland • 2008 • 94 min • Blu-Ray

Max Bill was arguably the most important Swiss artist of the 20th century and the most famous student to come out of the legendary Bauhaus in Dessau. He was an ardent anti-fascist and all his avant-garde work as an artist, sculptor, architect and typographer showed a social responsibility and environmental awareness throughout his life.