

PAUL SCHUITEMA

1897–1973

Text and Design: Gabriel Drozdov
Section Leader: Prof. Doug Scott
RISD 2021

COLOPHON

Aktiv Grotesk by Dalton Maag
Double Alphabet by Paul Schuitema
Courier by Howard Kettler

BIBLIOGRAPHY

Paul Schuitema: Visual Organizer
by Dick Maan
Gefesselter Blick
by Bodo Rasch and Heins Rasch



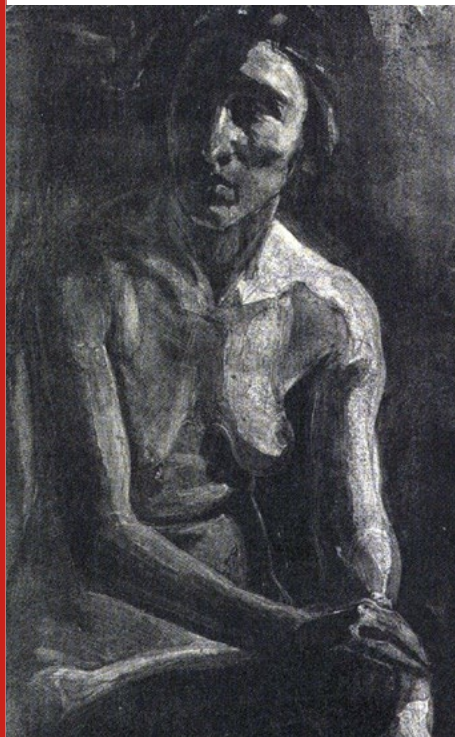
1897

Paul Schuitema is born on February 27 in Groningen in the Netherlands.



1915

At the age of 18, he begins studying at the *Academie voor Beeldende Kunsten* (Drawing and Figure Painting) in Rotterdam.



1914

World War I begins with the assassination of Archduke Franz Ferdinand on June 28.



1915–1917

Theo Van Doesburg and Piet Mondrian co-found the De Stijl art movement.



1918

World War I ends with an armistice signed between the Allies and Germany on November 11.



1919

Walter Gropius founds the Bauhaus in Germany.



1923–1925

Receives the Royal Grant for painting on three occasions.

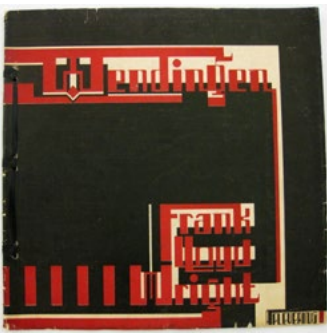
Russian designer El Lissitzky creates the Constructivist poster *Beat the Whites with the Red Wedge*, symbolizing the Russian Civil War.



1920

lithograph of one of Schuitema's figure paintings





1918–1932

H.T. Wijdeveld is the chief editor for *Wendingen*. He designs several covers too, making the one to the left in 1925.



1924

Works as a designer for the first time. He does not have formal training in typography, but is inspired by architect H.T. Wijdeveld's design work for the magazine *Wendingen* to use sans serif typefaces.



1924

"comprehensive program" for *Ons Huis* (Our House)



1926

cover for the magazine *De Fakkel*, showcasing influences from the De Stijl art movement



1927

Becomes Secretary of Opbouw, a progressive architectural association located in Rotterdam.

Begins creating work for Berkel, a company making a variety of industrial products including scales.

Schuitema's work for Berkel exemplifies his "straight ahead" approach to design.

N.V. M^r. VAN BERKEL'S PATENT BOEZEMINGEL 33 ROTTERDAM

BERKEL
ROTTERDAM

AFD. SNIJMACHINES BOEZEMINGEL 33 TELEFOON No. 00525 00526 00527 00528 00529 00530	AFD. INDUSTRIE- SCHALEN VLAGGEMANSTRAAT 5 TELEFOON No. 42331
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SHOWROOMS
AMSTERDAM
KERKSTRAAT 35
TELEFOON 37858
DEN HAAG
ORANJELAAN 16
TELEFOON 13842
UTRECHT
VOORSTRAAT 68
TELEFOON 14872
FABRIEKEN TE
ROTTERDAM
LA PORTE U.S.A.
BERLIJN
LONDON
MILAAAN
BRUSSEL
WEENEN

GEDEELTE WIJZERPLAAT OP VARE GROOTTE

0 1/2 ONS 1 ONS 1 1/2 ONS 2 ONS 2 1/2 ONS 3 ONS 3 1/2 ONS

ELKE STREEP 5. GRAM

ZOO DUIDELIJK
KLEIN

20 C.M.

MODEL
Z

1928

graphic for Berkel



1927

selected pages from
18-page catalogue



1928

poster announcing
a Berkel company
competition



MODEL A

WEEGVERMOGEN 20 KILO
met bijplaatsing van losse gewichten.
WIJZERPLAAT:
1 Kilo met 10 Gram indeelingen
1 Pond met 5 Gram indeelingen
250 Gram met 2 Gram indeelingen

De schalen met een wijzerplaat van 1 zijn tegen een kleine prijsverhoging een tarreerstaaf van 1 Kilo. Uit te rusten diepe pan, tuitpan, platte hekpan, cakepar
UITVOERING IN ROOD, BLAUW, WIT, IVOOR

2

MODEL F

WEEGVERMOGEN 2 KILO
zonder gebruikmaking van losse gewichten.
WIJZERPLAAT:
1 Kilo met 10 gram indeelingen.
Inschakelgewicht 1 Kilo, te bedienen door handeltje op afbeelding zichtbaar. Bij het inschakelen veranderen tevens de cijfers van de wijzerplaat. Schuinstaande wijzerplaat ter vergemakkelijking van de aflezing.

Uit te rusten met slaggersplaat, diepe hekpan of cake-pan.
UITVOERING IN ROOD, BLAUW, WIT, IVOOR

6

MODEL C

WEEGVERMOGEN 3 KILO.
1 Kilo zonder en 3 Kilo met schuifgewicht.
WIJZERPLAAT:
1 Kilo met 10 Gram indeelingen.

Deze snelweger vergt een zeer kleine plaatsruimte op de toonbank. Ter vergrooing van het weegvermogen tot 3 Kilo, kan tegen een kleine prijsverhoging een schuifgewicht van 2 Kilo worden aangebracht. Uit te rusten met slaggersplaat, diepe pan, tuitpan, platte hekpan, cakopan of aardappelpan.
UITVOERING IN ROOD, BLAUW, WIT, IVOORKLEUR EN GOUD.

5

I 10
RECLAME PAUL SCHUITEMA

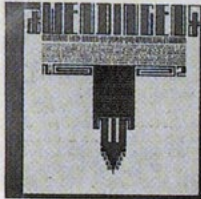
artistiek
decoratief
symbolisch
fantastisch
on-maatschappelijk
lyrisch
passief
romantisch
aesthetisch
theoretisch
ambachtelijk

GISTEREN
HIER
YESTERDAY
GESTERN
KUNST

reëel
direct
photografisch
zakelijk
concurrerend
argumenterend
actief
actueel
doelmatig
praktisch
technisch

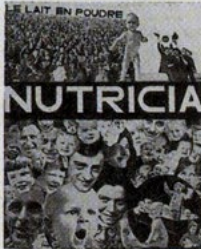
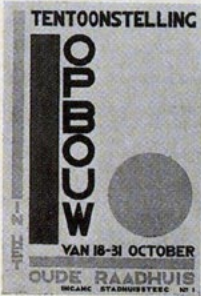
VANDAAG
AUJOURD'HUI
TODAY
WERKLIJKHEID

19 PABNA WENDBAREN



BOEKBLAD 'Y. VAN DER WERF'

RECLAMEPLAAT PAUL SCHUITEMA



FOLDER PAUL SCHUITEMA

76

GISTEREN

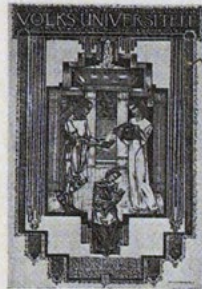
LEERLING-ONTWERP
ROTTERDAMSCHE ACADEMIE



OMSLAG BOUWKUNDIG WEEKBLAD



ONTWERP PROF. R. N. ROLAND HOLST



VANDAAG

KAART, BILLET, NAVEL, LETSINGEN



OMSLAG RUSSISCH TECHNISCH TIJDSCHRIFT



KAART



77

1928

Writes an article for the avant-garde magazine *i10* showcasing his work and unique take on advertising design.



„BERKEL" WEDSTRIJD 1 JAN.-30 JUNI 1928

HOOGST

SLOEG HET

NY

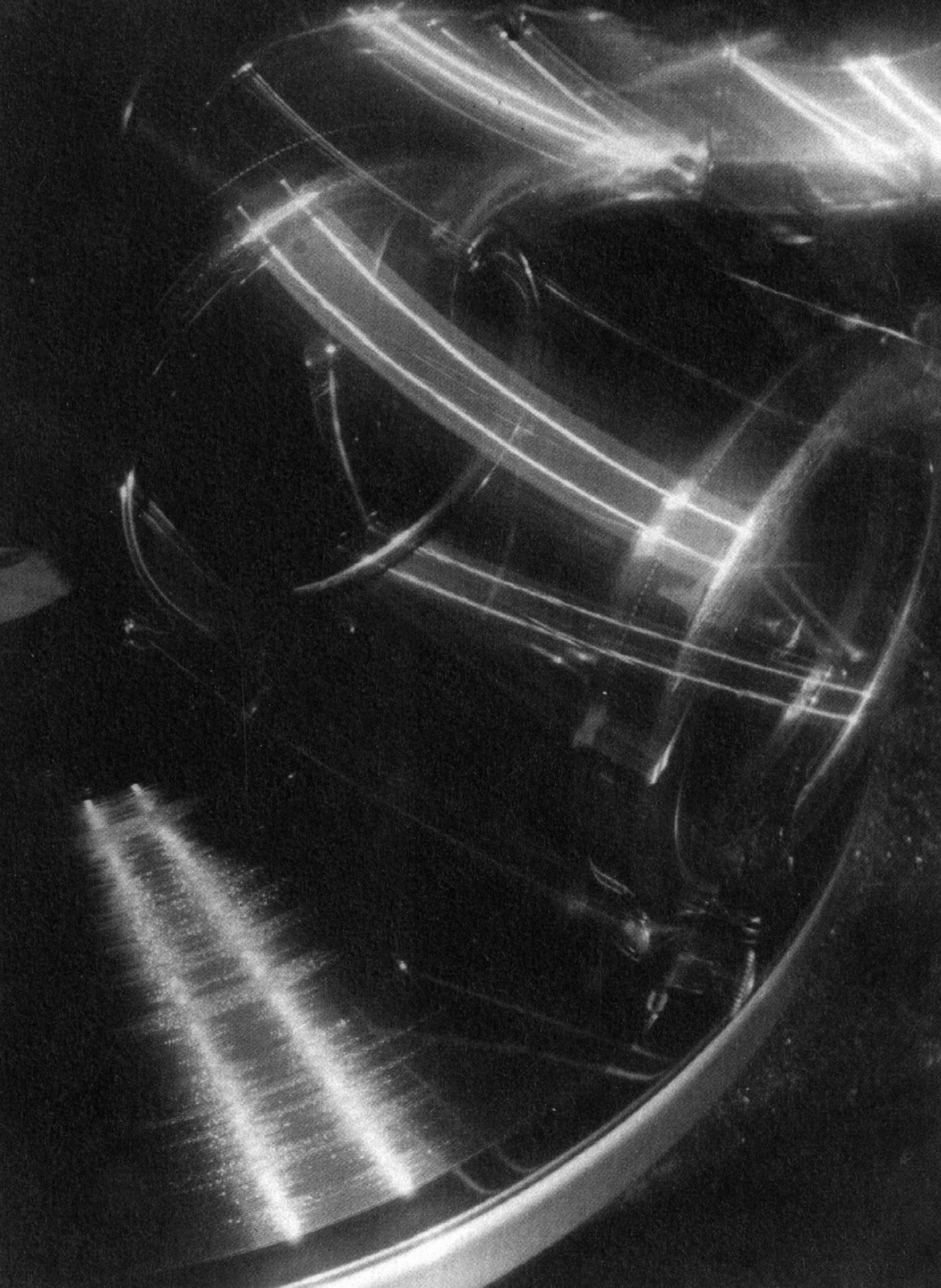
1 JULI EINDSTAND

A. BOTERMANS Jr.	146,3%
J. C. KOOPMAN	144,1%
D. DAKSTRA	137,7%
G. DIEPENHEIM	123,1%
A. VAN VELZEN	118,8%
W. LEDERSTEE	117,7%
E. ROMELIN	111,9%
F. GOOSEN	107,5%
H. HENKINK	106,8%
H. G. BOTERMANS	106,7%
J. REBEL	106,7%
A. BAMBENS	99,5%
M. DERKSEN	99,8%
H. J. F. KIECKENS	90,1%
A. NOORDHOFF	87,6%
C. VAN HOLST	86,7%
W. DE HAAB	82,1%
A. VOGEL	74,1%
D. VAN BELLE	72,4%
D. VISSER	67,3%
H. VAN BOSSUM Sr.	65,0%

RECLAME PAUL SCHUITEMA

1928
package design for
an oil can
→





1929

Publishes a photo of a turning gramophone record, which earns him international recognition as a photographer.

←

Becomes a member of the *Ring neue Werbegestalter* (German Circle of New Designers) founded by Kurt Schwitters and participates in the International Film und Foto exhibition in Stuttgart with photos and typo-photo.

1931

poster for exhibition in Amsterdam for *Ring neue Werbegestalter*

→

1931

Begins making his first film *Maasbruggen* (*Bridges Over the Maas*), which he shows off in 1936 in Prague and Brno.

In addition to *Maasbruggen*, he makes the films *De Markthallen van Parijs* (*The Market Halls of Paris*) and *De Bouwhoek van Harlingen* ("Agricultural Corner" of Harlingen) in the 1930s.

1931

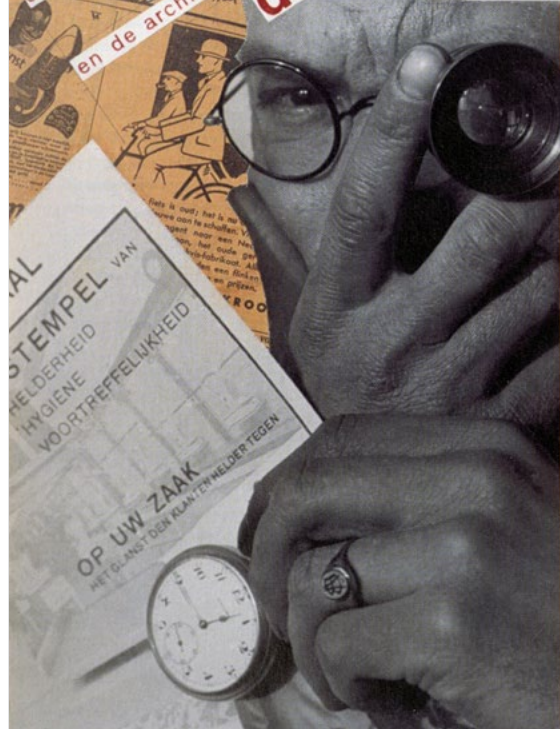
stills from *Maasbruggen*



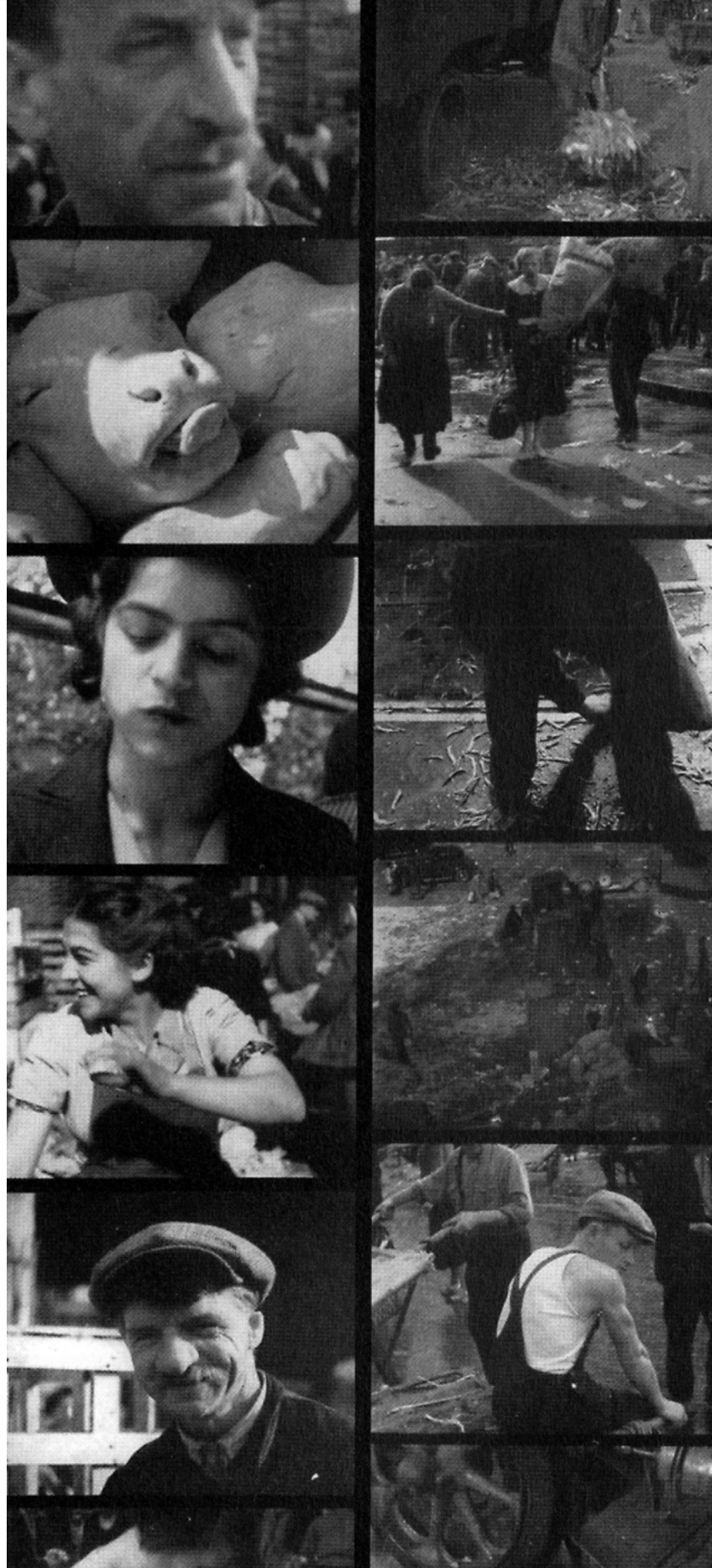
stedel. museum amsterdam geopend van 10-5 u
20 juni tot 12 juli zondags van 1-5 u

tentoonstelling van
internationaal reclame drukwerk
foto's
fotomontages
van

georganiseerd door
de vereniging
opbouw
en de architectenkern
de 8



willy baumeister
herbert bayer
bill
max burchartz
walter cyliax
walter dexel
cesare domela-nieuwenhuis
lajos kassak
kiljan
hans leistikow
robert michel
moholy nagy
johannes molzahn
paul schuitema
kurt schwitters
karel teige
george trump
jan tschichold
piet zwart
collectieve inzending van
rusland, met medewerking
van het genootschap
nederland-nieuw rusland



30 ct. speciaal-nummer over de

FOTO GRAFIE OPBOUW

14-DAAGSCH TIJDSCHRIFT VAN DE ARCHITECTEN-
GROEP „DE 8” AMSTERDAM EN „OPBOUW” ROTTERDAM
Redactie: Amstel 22, Amsterdam-C. — Telefoon 30614
Abonnementprijs F 6,— per jaar bij vooruitbetaling. — Advertentietarief is op aanvraag verkrijgbaar.
VOOR ABONNEMENTEN EN ADVERTENTIES wende men zich uitsluitend tot de uitgever
VAN HOLKEMA & WARENDORF N.V. — AMSTERDAM-C.
Keizersgracht 333 — Telefoon 37963 — Gen. Giro H 1081 — Postgiro 7134

M.S. WELTEVREDEN



7e JAARGANG
8 FEBR.
1936

No. 3



30 ct.

OP OPBOUW

8e JAARGANG 14-DAAGSCH TIJDSCHRIFT VAN DE ARCHITECTEN-
GROEP „DE 8” AMSTERDAM EN „OPBOUW” ROTTERDAM
Redactie: Amstel 22, Amsterdam-C. — Telefoon 30614
31 JULI VOOR ABONNEMENTEN EN ADVERTENTIES wende men zich uitsluitend tot de uitgever
1937 VAN HOLKEMA & WARENDORF N.V. — AMSTERDAM-C.
Keizersgracht 333 — Telefoon 37963 — Gen. Giro H 1081 — Postgiro 7134

No. 15 **STOPSTAR** GEDEPONEERD HANDELSMERK VAN
PIETER SCHOEN & ZOO
MONDY SNEL ELASTISCH HARD ZAAANDRAAD
ZONDER VOLUMEVERANDERING
30cent

14-DAAGSCH TIJDSCHRIFT VAN DE VER.
ARCHITECTENKERN „DE 8” AMSTERDAM
EN „OPBOUW” ROTTERDAM, OPGENOMEN
IN „BOUW EN TECHNIEK” 3e JAARGANG

REDACTIE-ADRES: SECRETARIAAT VERENIGING ARCHITECTEN-
KERN „DE 8” KEIZERSGRACHT 574, AMSTERDAM C, TEL. 36605.
ADMINISTRATIE: GELDERSCHENKDE 86, A'DAM C, TEL. 48568.
ABONNEMENTSPRIJS F 6,— PER JAAR. LOSSE NUMMERS F. 0.30.
ADVERTENTIES F 0.40 PER REGEL BIJ CONTRACT SPEC. TARIEF

No. 4 18 FEBR
1932



stalen m

1932

Creates a basic design for the covers of the magazine *de 8 en Opbouw*, whose design could be filled in by other designers later.

←

Designs tubular chairs for “d3 furniture,” a factory and sales organization he helped to set up in Rotterdam.

He submits an armchair to an international competition for aluminum chairs and wins an honorable mention.

→

d3
ph. dekker fabrikant
r. j. v. effinger adviseurs
paul schuitema

fabriek . burgemeester roosstraat 50
rotterdam . telefoon 40365



1932

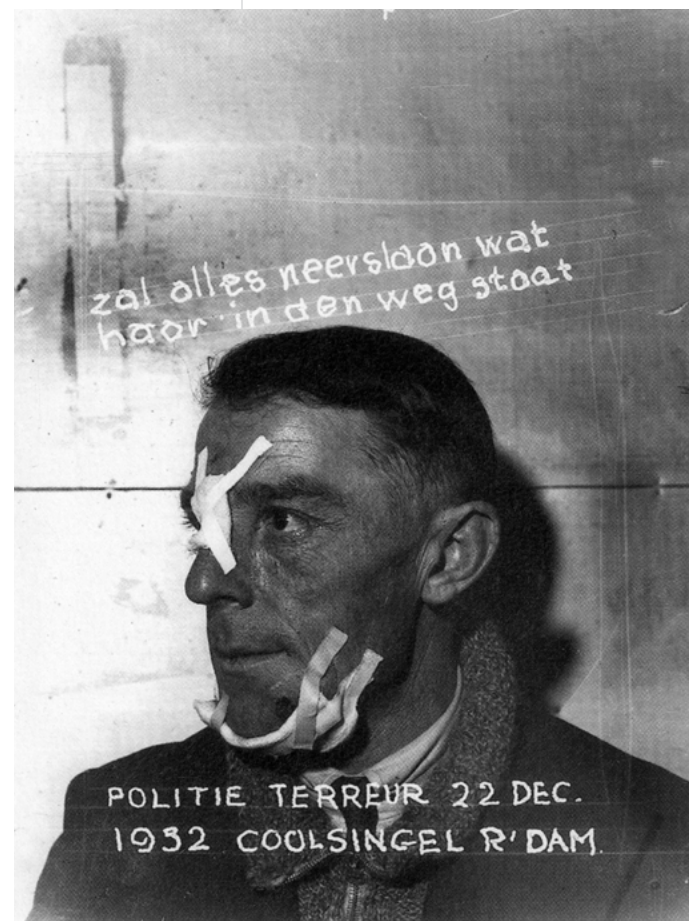
"d3 furniture" partakes in the "New Living" exhibition held at "My Home," and Schuitema designs the publication for the event.

←

1932

poster showing a
victim of police action

→



1932-1933

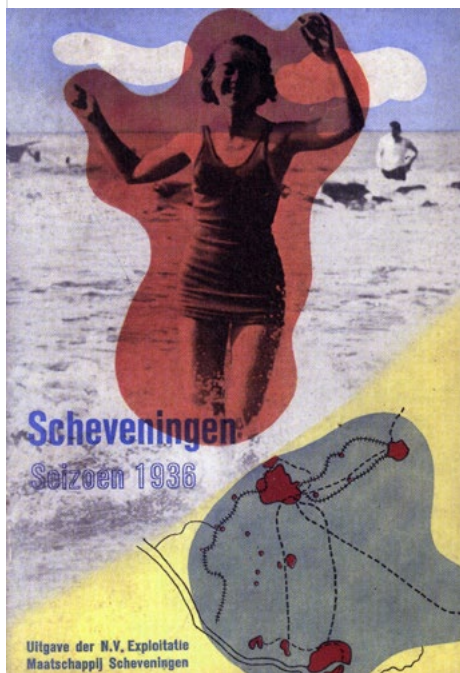
Active within the *Rotterdamse Arbeidersfotografen* (Rotterdam Workers Photographers Collective) and the *Links Richten* (Aim Left) workers/Writers' collective.

He writes political articles under the pseudonym S. Palstra and creates work protesting police brutality.

1933

The Bauhaus dissolves under
Nazi pressure.





1936

Softer forms begin to appear
in his work.

He makes a series of posters
and brochures for a resort in
Scheveningen.

↑ ↓ →



De Kurzaal

Zomercentrum van het Scheveningsche en Haagsche Kunstleven
Voorloepig programma (wijzigingen voorbehouden)

Op Vrijdag 12 Juni te 20.30 uur opent

Carl Schuricht

de imposante reeks van kunstschouwtoelagen. Hij zal, zooals gewoont, de leiding hebben van:

a. de **14 Vrijdagsvond-Symphonieconcerten**, waarin de voornaamste schepingen der klassieke en hedendaagsche symphonische kunst tot uitvoering worden gebracht.

b. de **27 Woensdag- en Zondagvondconcerten**, waarbij, in het kader van interessante programma's, uitsluitend solisten van den allerersten rang hun medewerking verlenen. (Bij overvloedige verhouding van den heer Schuricht en één of enkele concerten te dringen, zal hij vervangen worden door een of meer gastdirigenten van internat. naam). Met de navolgende kunstenaars zijn reeds contracten afgesloten of wordt nog onderhandeld: *)

Solisten:

Piano:	Willems Andriessen	2 September
	Stefan Askenasen	17 Juni
	Barlett & Robertson	20 Juli
	Henriette Boumans	29 Juli
	Robert C-stadess	6 Juli
	Fons Durell	2 Aug.
	Adeline Elink Schuurman	26 Juli
	Mariusz Filipa	30 Aug.
	Gene Frit	12 Juli
	Walter Gieseking	9 Juli
	Car de Groot	19 en 23 Aug.
	Maria Hans	5 Juli
	Wladimir Horowitz	6 September
	Lotte Kohnen	9 Aug.
	Claes Molenaar	28 Juni
	Teop van der Pas	13 Juli
	Nelly Wagenaar	12 Aug.
	Orlando Barera	16 Aug.
Viool:	Maria Dado	8 Juli
	Jean Deruyt (alt)	23 en 26 Aug.
	Carl Flesch	22 Juli
	Stanislaw Huberman	
	Gioetta Neveu	

1934

Leaves his position as
Secretary of *Opbouw*.

Wim Nostke 19 Juli
Ther Olof 22 Juni
Adolphe Poth 23 Aug.
Sam Swazo 9 Aug.
Jacques Tillaud 5 Aug.

Zang:

Betty van den Berck	26 Juli
José Gaudel	23 Aug.
Jo van de Maent	9 Aug.
Maria Müller	24 Juni
Erna Sack	15 Juni
Bertha Sarcou	6 Sept.
Oda Siobodskaja	12 Juli
To van der Sluis	21 Juni
Judith Toff	14 Juni
Jo Vincent	29 Juni
Amelia Wood	

Cello:

Cesar Cassado	16 Aug.
Gezard Hallé	19 Juli
Gezard Halding	23 Juni
Charles van Ierland	
Carol van Leeuwen Boonkamp	
Thelma Ruis	

*) De kunstenaars achter wier naam een datum vermeld is, zijn reeds geboegerd.
Wijzigingen voorbehouden.

De **Zondagmatinee's** en de **Volkscconcerten** op Maandagsvond blijven onder de beproefde leiding staan van

Ignaz Neumark

Ook op deze concerten treden uitsluitend solisten van naam op.

Orkest: Het Residentie-Orkest

Nast deze concerten is echter een groote plaats ingeruimd aan talloose attracties van den meest gevarieerden aard. Het is het streven der Kurzaaldirectie om in het aanbieden van prominente solisten en attracties ieder jaar het vorige te overtreffen.

1939

World War II begins with Nazi Germany, under command of Adolf Hitler, invading Poland on September 1.

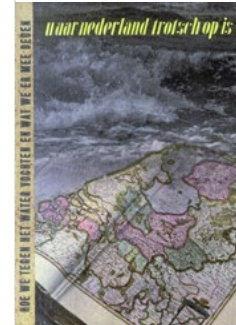


1940

Temporarily ends most of his work during World War II, instead making films and photos as part of a resistance group and sending materials to London.

1940

Rotterdam in the Netherlands is bombed by the German military forces in May.



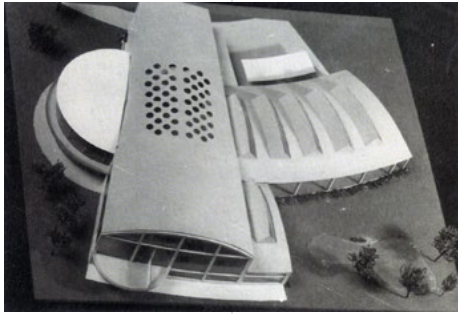
1940

photo book, *Waar Nederland trotsch op is* (*What the Netherlands is Proud Of*) compiled as protest against German occupation

←

1942

Designs an exhibition building for a fantasy assignment for Phillips, although the project is never realized. His students Henk Overbosch and Gerard de Vries build a scale model.



1945

World War II ends with Germany's surrender on May 8 and Japan's surrender on September 2.

1945

The Netherlands are liberated by Allied forces on May 5.



1945

Recommences work as a designer. Along with Piet Zwart and Jan Bouman, he writes a report on the future of industrial design.

1948

Becomes a member of the Provisional Committee for Art.

1950

Creates a photo book for *De Vries Robbé & Co./N.V. Betondak*, using color photos in a photo-montage for the first time.

→





1950

Through the 1940s–50s, he completes the films *Klompdansen* (*Clog Dance*) and *Partisanlied* (*Songs for Partisans*), as well as several commercial films.

1963

Inducted as an honorary member of the *Vereniging van beoefenaars der Gebonden Kunsten, Gkf* (Association of Practitioners of Applied Art).

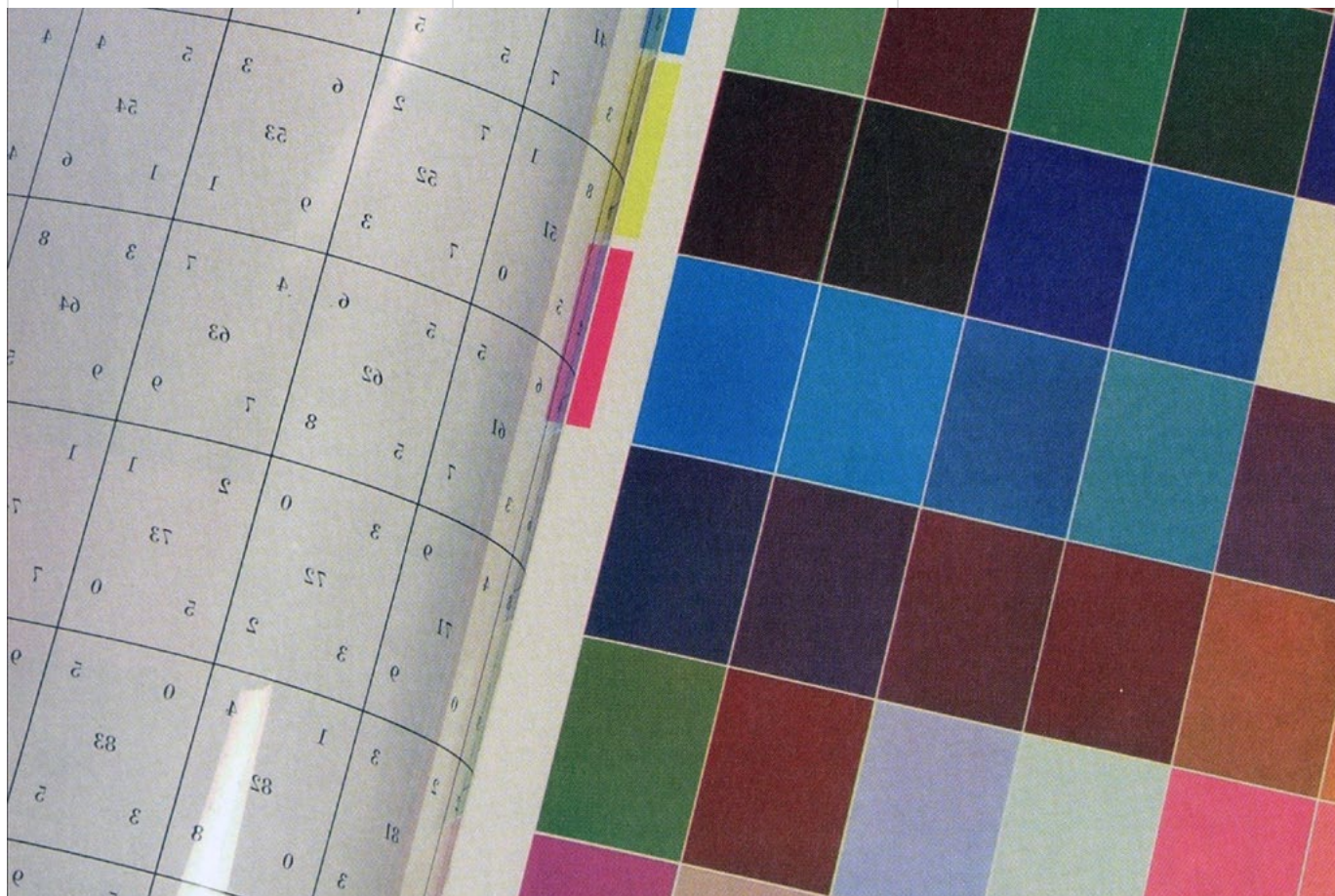
1965

Publishes the color reference system *Syst-O-Color* for offset print.



1950

still from *Partisanlied*





1965

A first retrospective exhibition on Schuitema's work is held in the Stedelijk Museum Amsterdam.

↑

1967

A second retrospective exhibition on Schuitema's work is held in the Kunstgewerbe Museum, Zürich.

→



1967

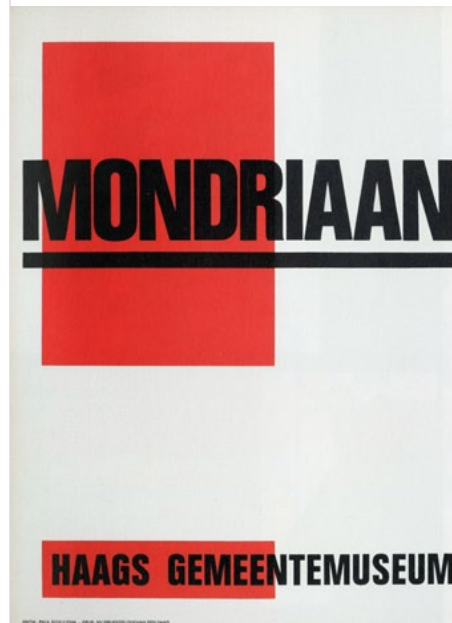
Experiments with creating a "double alphabet."

→



1971

Writes that he denounces his previous beliefs in Socialism in his memoirs.



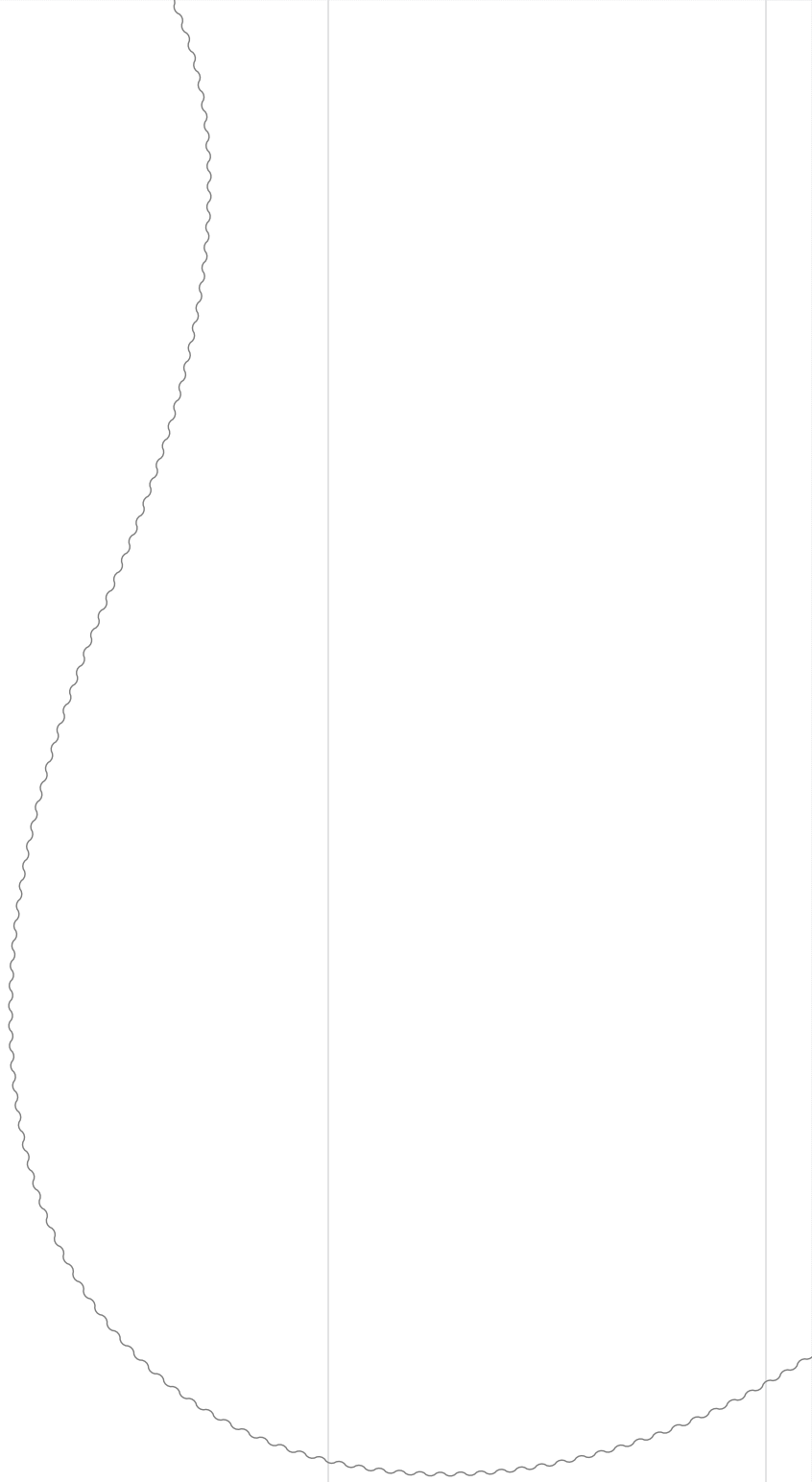
1972

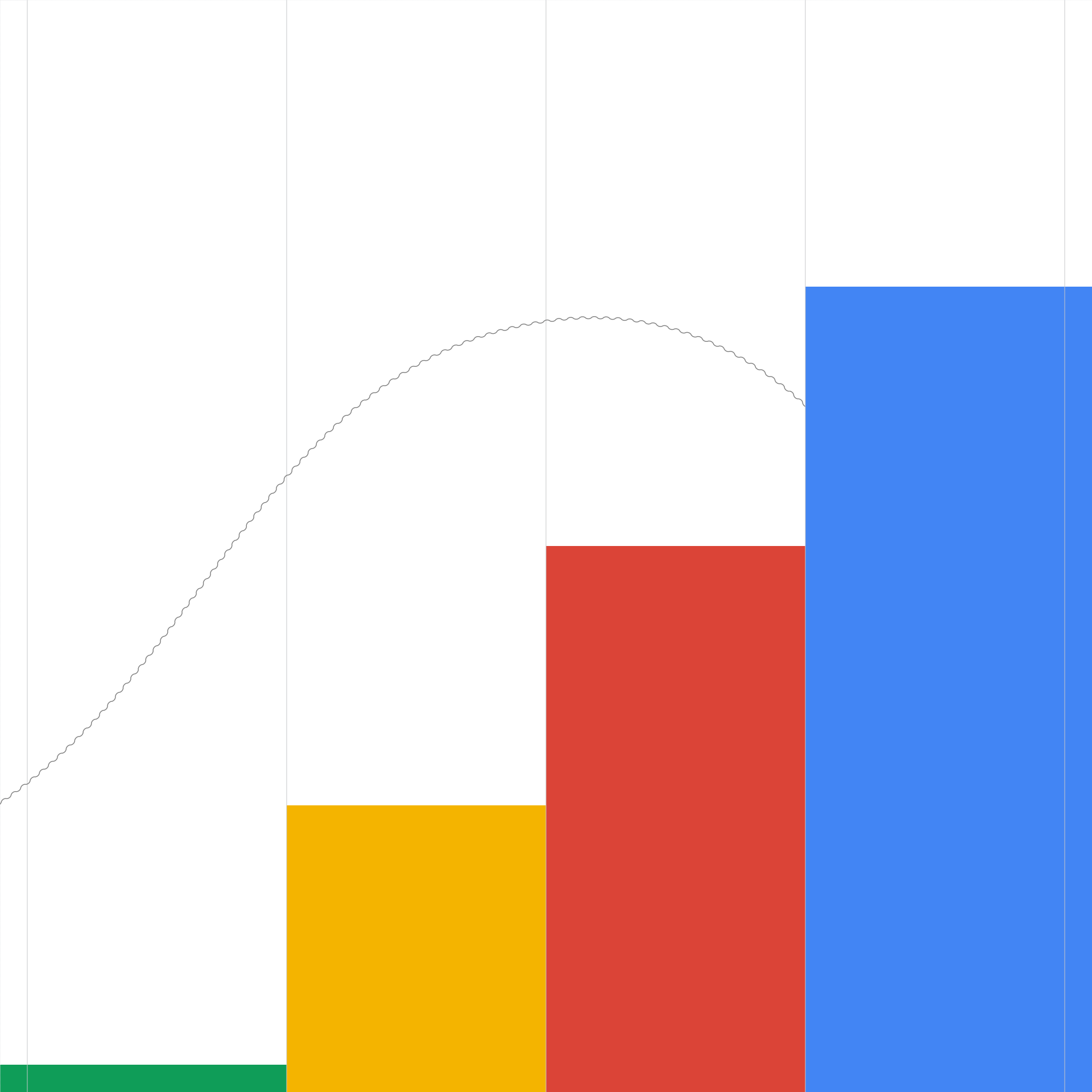
Completes his last project, a poster for an exhibition on Mondrian.

←

1973

Schuitema dies on October 25
in Wassenaar in the Netherlands.





Matías Duarte

1973–

Text and Design: Gabriel Drozdov
Section Leader: Prof. Doug Scott
RISD 2021

COLOPHON

Google Sans Text by Google
Product Sans by Google
Courier by Howard Kettler

BIBLIOGRAPHY

“Matías Duarte’s Material World”
by Spencer Bailey for *Surface*
“What exactly is this so-called ‘Material Design 2,’
and what will it look like?”
by Stephen Hall for *9to5Google*
“Exclusive: Matias Duarte on the philosophy of
Android, and an in-depth look at Ice Cream
Sandwich” by Joshua Topolsky for *The Verge*



1973

Duarte is born in 1973 in Talca, Chile, to an architect and an economist, moving many times until settling in the suburbs of Washington D.C.



1973

The first handheld cellular mobile phone is demonstrated by Motorola.

1973

The first portable personal computer prototype, the IBM Special Computer APL Machine Portable (SCAMP), is demonstrated.

→



1983

Apple releases their first computer with a graphic user interface (GUI), the Lisa.

→



1983

Motorola introduces the first personal cellular mobile phone, the Motorola DynaTAC 8000X.

→

The modern Internet is invented with the standardization of the Transmission Control Protocol (TCP) and the Internet Protocol (IP).



1988

Enrolls at Montgomery Blair High School in Silver Spring, Maryland. He is selected to study in a "magnet" program for math, science, and computer science

1992

Goes to University of Maryland, College Park for art, computer science, and art history. He ends up taking a break, and only completes his degree in computer science in 1996.

1993

Don Norman, working at Apple Computer, coins the term "user experience."

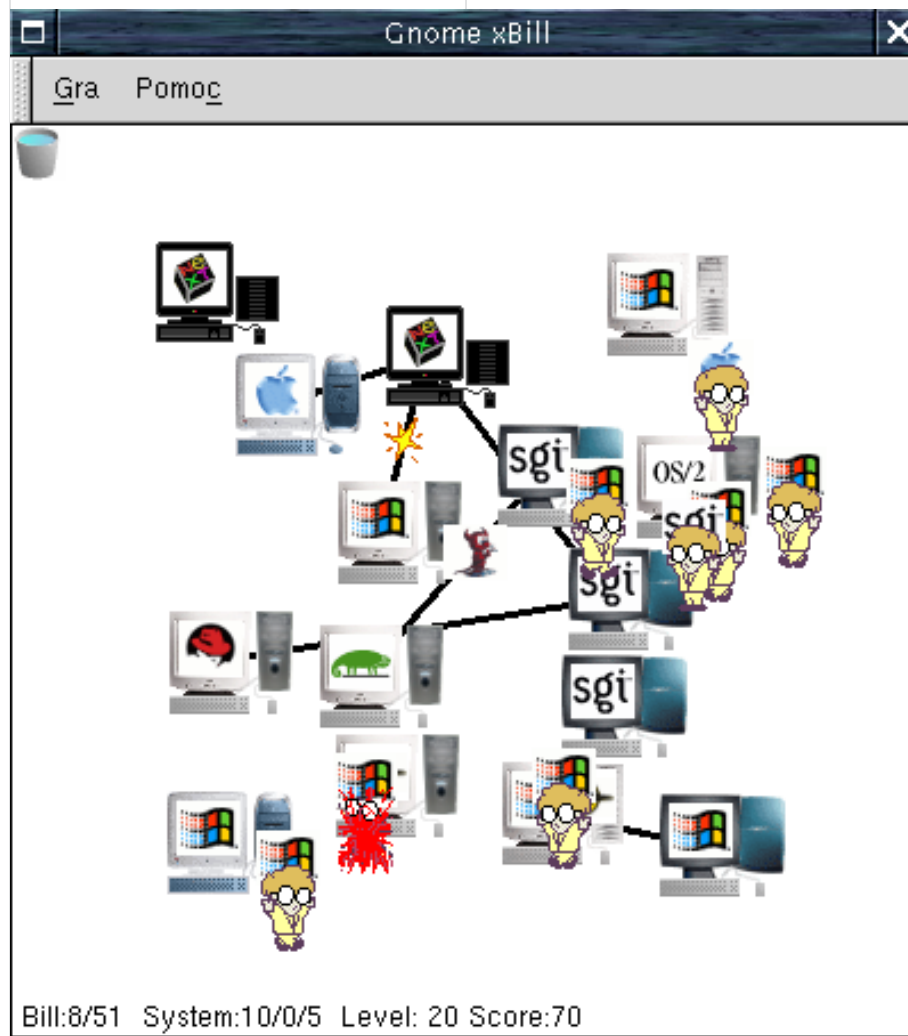
1994

Co-designs and develops video game *XBill* spoofing Bill Gates.

→



1994
logo for *XBill*
↑



1995

Duarte works as lead designer for the unreleased video game *Phase Zero*, intended for release in 1995.

1994

IBM launches what is now considered the first smartphone, the IBM Simon, a handheld, touchscreen PDA.

→



Google!

Search the web using Google!

10 results -

Index contains ~25 million pages (soon to be much bigger)

[About Google!](#)

[Stanford Search](#) [Linux Search](#)

Get Google! updates monthly!

your e-mail [Archive](#)

Copyright ©1997-8 Stanford University

1996

Larry Page and Sergey Brin create the original Google Search engine, which becomes the basis for the company they co-found, **Google**.

↑

2000

Joins hardware design company Danger in March as the Director of Design, where he leads the team that develops the Hiptop/T-Mobile Sidekick phone.

→



2007

Becomes the Vice President of Human Interface and User Experience at Palm in September. The company launches their revolutionary webOS operating system featuring a new "card" UI design.



2007

Apple unveils the original iPhone on January 9, with an operating system that uses skeuomorphic design elements.



2008

Android, Google's operating system for mobile devices, launches with the HTC Dream in September.

→



2008
original Android logo

↖

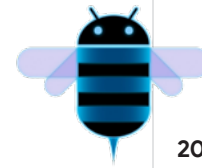
2010

Joins Google as the Vice President of Design for Android.

2011

Google releases Android 3.0 "Honeycomb," the first Android version designed with leadership from Duarte, on February 22.

The operating system launches alongside the first Android tablets and introduces a new user interface aesthetic, colloquially called "holo design."



2011
Android 3.0
"Honeycomb" logo



2011
Motorola Xoom, the first
tablet sold with Android
3.0 "Honeycomb"





2011

Google unveils Android 4.0 "Ice Cream Sandwich" on October 19, extending the "holo" design to smartphones. This launch introduces elements of flat design, inspired by the style of many Swiss graphic designers during the prior century.



2011

Android 4.0 "Ice Cream Sandwich" logo



2011

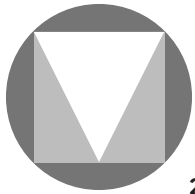
phone reviewers looking at Android 4.0 "Ice Cream Sandwich" on the Galaxy Nexus



2013

Presents the first iteration of *Material Design* at Google I/O. Codenamed "Quantum Paper", it simulates layers of virtual paper to craft complex user interfaces while maintaining accessibility and legibility.

Material Design completely reshapes Google's design language across all products, as well as UI design on an industry-wide level.



2013
Material Design logo

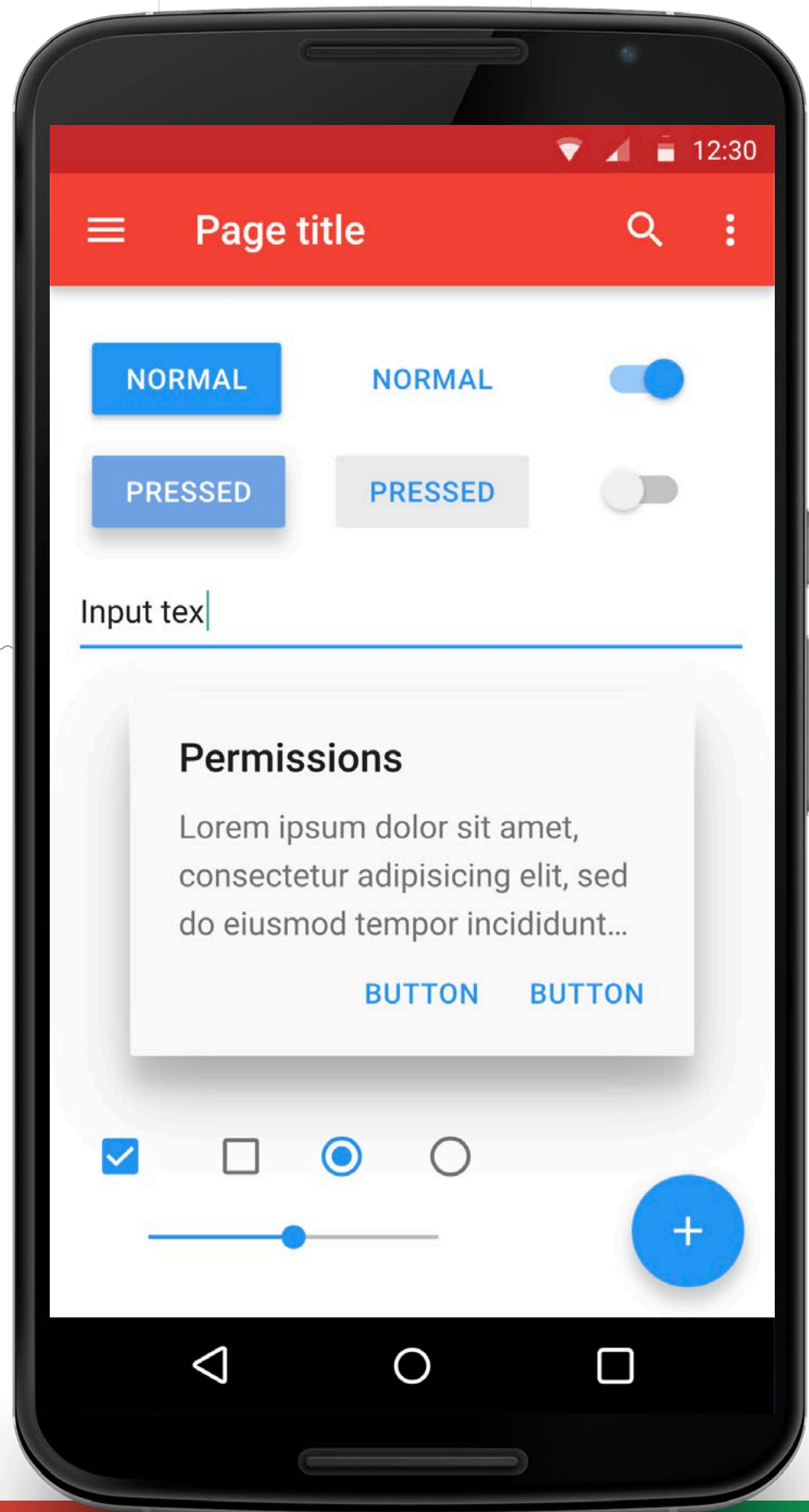
2013
Nexus 6 phone
and Material Design
elements
→



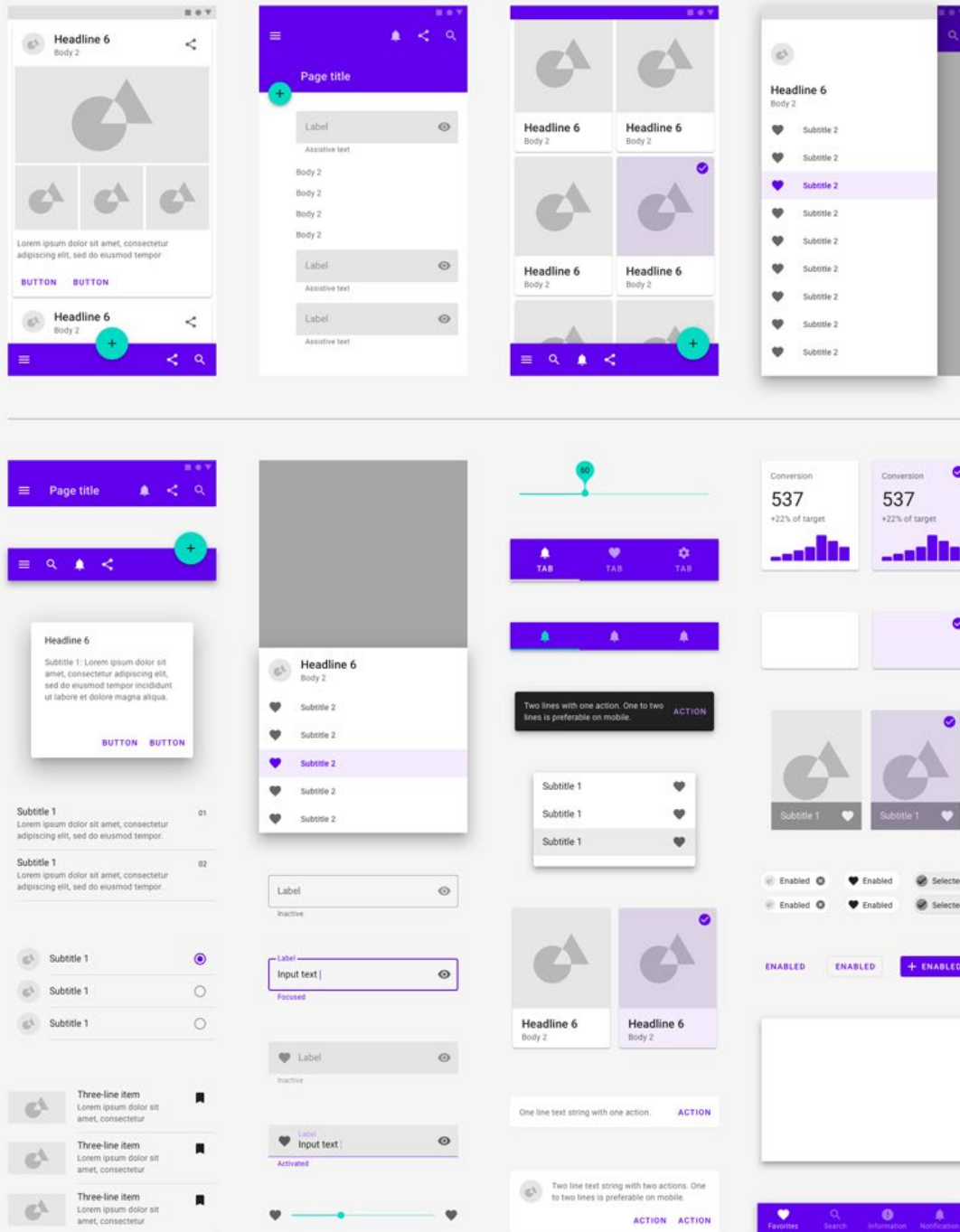
2013

Apple releases iOS 7 on September 18 with a redesigned user interface that prominently features flat design, as well as multi-tasking using cards akin to Palm's webOS.

↑



Baseline components



2013

Google “G Suite” product icons updated to Material Design
 ↑

2014

Announces updates to Google’s brand typeface, *Roboto*, originally designed by Christian Robertson. The updates include more rounded geometric elements for the upcoming Android 5.0 update, “Lollipop.”
 →

2013

Material Design baseline components
 ←



Roboto

Aa Ee Rr

a

Aa Ee Rr

Confectionery

abcdefghijklm
nopqrstuvwxyz
0123456789



2016
"Paperscape" wallpapers
designed by Carl Kleiner
for Android 6.0
"Marshmallow"
↓



2014
Android 5.0 "Lollipop"
logo and wallpaper
design
←



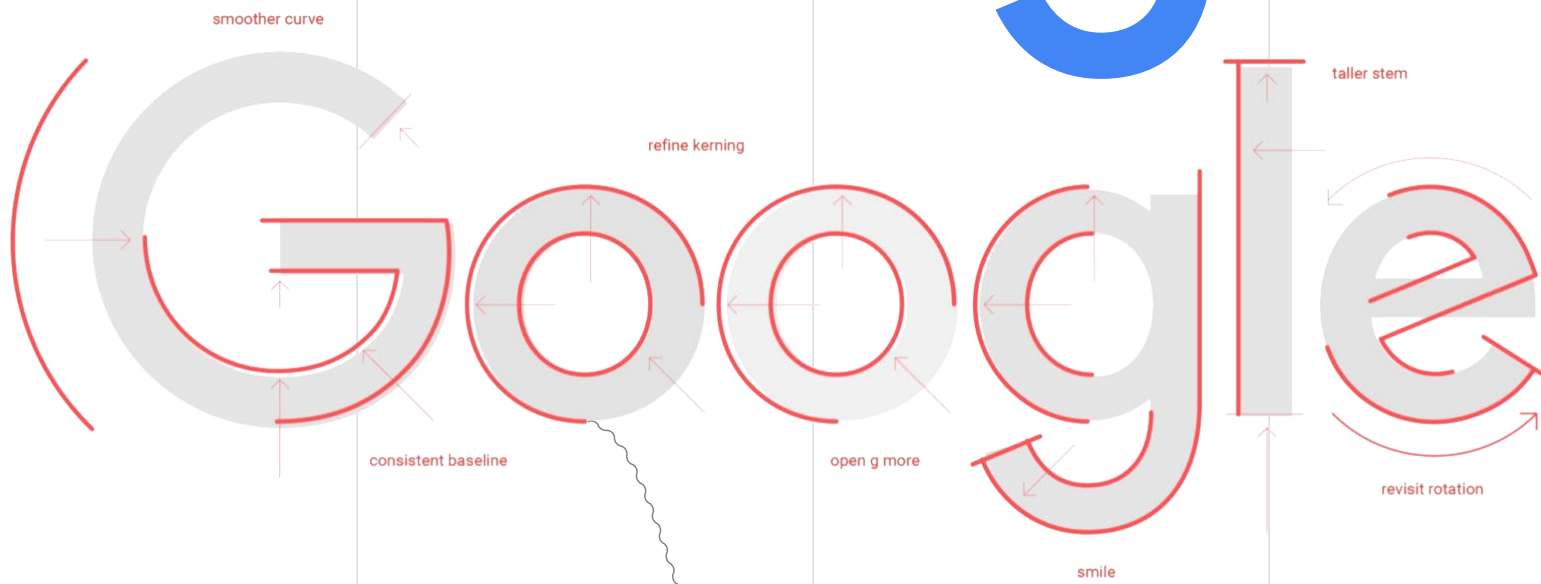
2015
Android 6.0
"Marshmallow" logo
↑

2015

Google updates their logo featuring a custom typeface, matching the rounded geometric style of Material Design.

↘

Google



2018

Chinese phone manufacturer Royole releases the world's first foldable smartphone, the Royale FlexPai.

↗

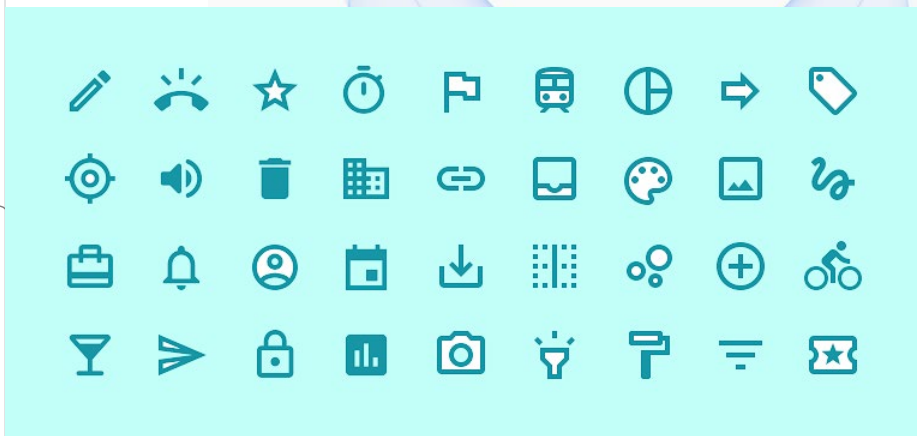
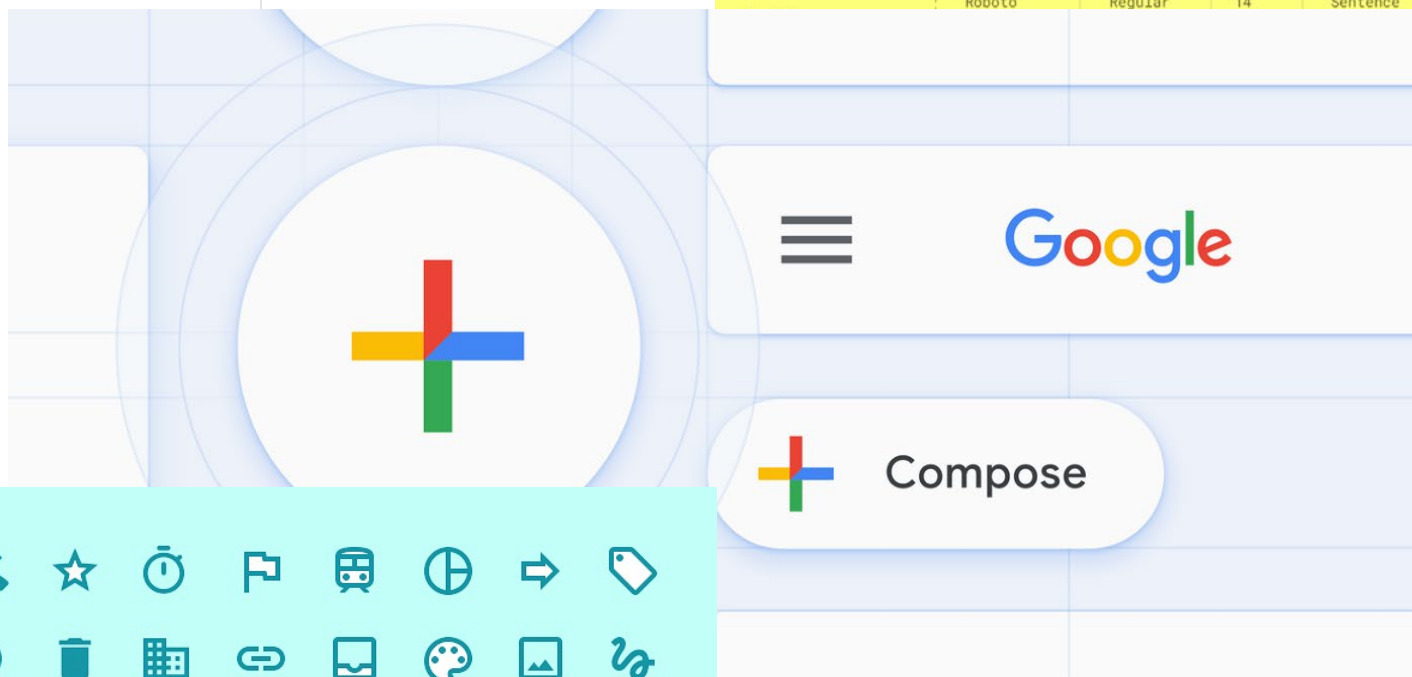


2018

With Duarte's leadership, Google updates Material Design's framework in what is dubbed "Material Design 2." This change also includes visual re-brandings of many Google products, completing the company's full conversion to Material Design.

↓ ↘ →

Scale Category	Typeface	Weight	Size	Case	Letter spacing
H1	Roboto	Light	96	Sentence	-1.5
H2	Roboto	Light	60	Sentence	-0.5
H3	Roboto	Regular	48	Sentence	0
H4	Roboto	Regular	34	Sentence	0.25
H5	Roboto	Regular	24	Sentence	0
H6	Roboto	Medium	20	Sentence	0.15
Subtitle 1	Roboto	Regular	16	Sentence	0.15
Subtitle 2	Roboto	Medium	14	Sentence	0.1
Body 1	Roboto	Regular	16	Sentence	0.5
	Roboto	Regular	14	Sentence	0.25
					1.25
					0.4
					1.5

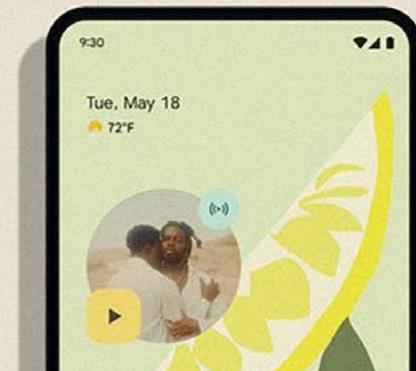
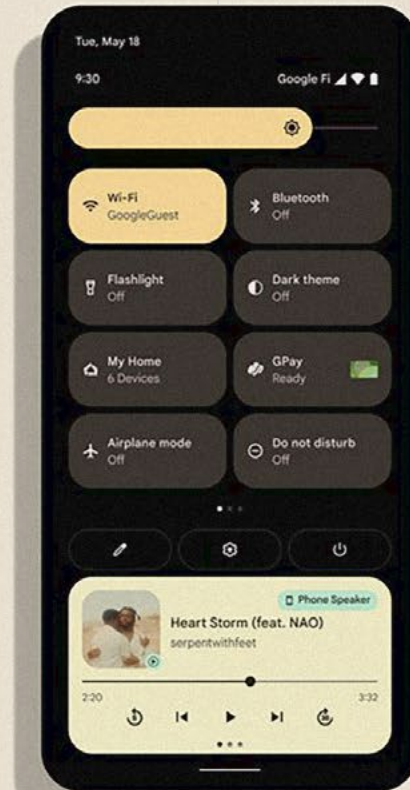
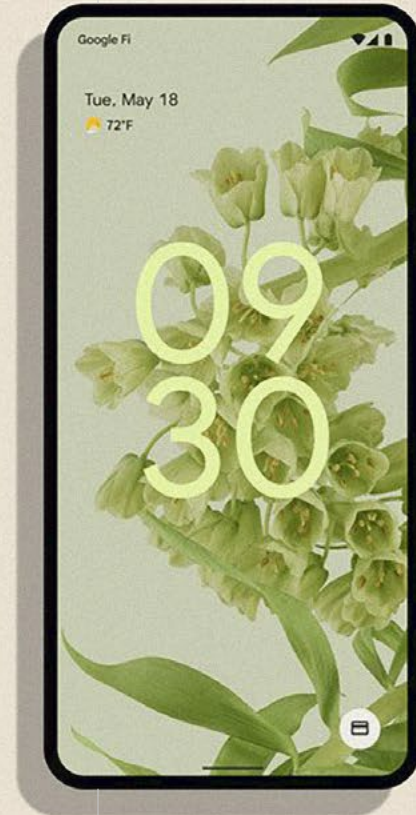


2020
Google "G Suite"
product icons updated
to Material Design 2
↖

2021

Google reveals *Material You*, a major revision of Material Design incorporating more personalized elements and specifications for smartphones with folding screens, on May 18.

→





2022—

Google continues to roll out Material You to its products and flesh out the guidelines for developers/designers integrating it into third-party apps.

