

GITTERMANGALLERY

HERBERT MATTER (1907-1984)

- 1907 Born in Engleberg, Switzerland
- 1925-27 Studied painting at the École des Beaux Arts, Geneva
- 1928-29 Studied with Fernand Léger and Amédée Ozenfant at the Académie Moderne, Paris
- 1929-32 Worked with A.M. Cassandre on poster design and Le Corbusier on architecture and displays for exhibits in Paris
- 1932-35 Returned to Zurich and created posters for the Swiss National Tourist Office
- 1935-38 Traveled to the United States and worked in New York City as a freelance photographer for *Harper's Bazaar* and *Vogue* magazines under art director Alexey Brodovitch
- 1939 Appointed designer for the Swiss National Pavilion for the 1939 World's Fair in New York City
- 1941 Married Mercedes Carles
- 1941 Designed first of many posters and advertisements for the Container Corporation of America
- 1942 Son, Alexander Matter, born
- 1943 First one-man exhibition of photography at Pierre Matisse Gallery, New York City
- 1943-46 Worked with Charles and Ray Eames in Venice, California
- 1943-46 Designed numerous covers and layouts for *arts & architecture* magazine
- 1946 Returned to New York City
- 1946 Began twenty-year relationship with Knoll Associates as a design and advertising consultant
- 1946-57 Worked as a staff photographer for Condé Nast Publications
- 1948 Designed *In and out of Focus*, a photography exhibition for the Museum of Modern Art, New York City; Matter's work was included in the exhibition
- 1949-50 Directed, filmed, and edited *The Works of Calder* for the Museum of Modern Art, New York City, the first color film about Calder

- 1950-55 Directed, filmed and edited black and white dance films *The Spirit Moves and Dancing* with James Berry
- 1951-60 Appointed visiting critic in photography, Yale University, School of Art and Architecture, New Haven, Connecticut
- 1952-55 Appointed design consultant to the New Haven Railroad, New Haven, Connecticut; created comprehensive design program and corporate identity
- 1953-68 Appointed design consultant to the Solomon R. Guggenheim Museum, New York City
- 1955 Created symbol and styling design program for the Boston and Maine Railroad
- 1955 Honored by membership in the prestigious Alliance Graphique Internationale (AGI), Zurich
- 1960-79 Developed photographic essay on the works of Alberto Giacometti
- 1961-67 Appointed design consultant to the Museum of Fine Arts, Houston
- 1961-76 Appointed Professor of Graphic Design, Yale University, School of Art and Architecture, New Haven, Connecticut
- 1962 Comprehensive exhibition of Matter's photography and graphic design at the American Institute of Graphic Arts (AIGA), New York City
- 1976 Appointed Professor Emeritus of Graphic Design and Photography, Yale University, School of Art, New Haven, Connecticut
- 1977 Elected to Art Directors Club of New York, Hall of Fame
- 1978 Exhibition *Herbert Matter: A Retrospective*, Yale University, Art and Architecture Gallery, New Haven, Connecticut
- 1978 Exhibition of photography, Kunsthau Zurich Photo Gallery, Zurich
- 1982 Elected Royal Designer to Industry by Royal Society of Designers to Industry, London, England
- 1983 Received American Institute of Graphic Arts (AIGA) Gold Medal for Life Achievement
- 1984 Died
- 1984 Publication of *Alberto Giacometti* based on Matter's extensive specifications and design maquette
- 1991 Exhibition *The Graphic Designs of Herbert Matter*, Museum of Modern Art, New York City