



# Rid the Grid

## Women in Swiss Graphic Design 1900–1980

**15.09.–06.10.2024**

**Basel Poster Collection, Exhibition Space**

**Freilager-Platz 5, 4142 Münchenstein / Basel**

Since the beginnings of graphic design in the late 19th century, numerous women have taken up this profession. They designed posters, illustrated books, created advertisements, packaging, toys and typefaces. They set up their own studios and worked for well-known clients.

Nevertheless, many female graphic designers have fallen through the cracks of design historiography, and their biographies and works have been almost forgotten. The exhibition «Rid the Grid» is dedicated to them.

It presents the multifaceted work of twelve female graphic designers who began their careers in Switzerland between 1900 and 1980. A poster exhibition in the outdoor space complements this presentation with posters by another twenty female graphic designers.

Among the designers are Maja Allenbach, April Greiman, Helene Haasbauer-Wallrath, Dora Hauth-Trachsler, Ursula Hiestand, Anna Monika Jost, Lora Lamm, Warja Lavater, Thérèse Moll, Nelly Rudin, Rosmarie Tissi, Lill Tschudi and many more.

**Saturday, September 14, 2024 at 6 pm**

Exhibition Opening with Dr. Eva Herzog, Ständeratspräsidentin

**Friday, September 20, 2024: 1–5 pm and**

**Saturday, September 21, 2024: 10 am till 5 pm**

Where are the Women Designers in Wikipedia?

An open Writing Workshop with Bérénice Serra and Sandra Bischler

Bibliothek für Gestaltung Basel

Please register via Email: [ridthegrid.hgk@fhnw.ch](mailto:ridthegrid.hgk@fhnw.ch)

**Monday, September 30, 2024 at 6:30 pm**

Exhibition Event during AGI Congress

**Tuesday, October 1, 2024 at 6 pm**

Book and Font Launch

Rosmarie Tissi: 12 Alphabets & Applications

Basel Poster Collection

**Friday, October 4, 2024 at 5–6 pm**

Curators' Guided Tour through the Exhibition