the bauhaus and herbert bayer

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timeline

1900 - born near salzburg, austria

- attended art school and apprenticeships

1919 - the bauhaus school opens

1921 - enrolled as student at bauhaus

- began studying with kandinsky and moholy-nagy

1925 - bauhaus school forced to move to dessau

- forced due to political turmoil and pressure

- gropius designs new bauhaus building

- bayer is commissioned to create font for building sign

 herbert is offered a job at bauhaus and becomes the master of printing and advertising

1928 - left bauhaus and moved to berlin

- followed suit of other bauhaus artists

- became an advertisement designer

1932 - continued work as advertiser while also researching type

- created famous self-portrait, pictured to the right

 bauhaus school forced to move to berlin, closes permanently soon after

1938 - immigrated to america

- continued to work and live in new york (8 years), aspen (29 years), and montecito, ca (10 years)

1985 - passed away



"humanly impossible (self-portrait)" 1932 via bauhaus archive



legacy

herbert bayer is a key graphic designer in the bauhaus movement. his modernist design style and multi-disciplinary practices pushed the boundaries of the art world to its limits. he is truly a german artist - one who innovates in ways previously unheard of.



sources | "Herbert Bayer Bio." Herbert Bayer, herbertbayer.org/bio. | "Herbert Bayer | MoMA." The Museum of Modern Art, moma.org/artists/399. | Lupton, Ellen. Design Is Storytelling. Cooper Hewitt, Smithsonian Design Museum, 2017. | Lupton, Ellen. "Herbert Bayer: From Bauhaus to Madison Avenue." YouTube, 6 Nov. 2020, youtu.be/l2LeNvvvmGw. | Otto, Elizabeth. Haunted Bauhaus: Occult Spirituality, Gender Fluidity, Queer Identities, and Radical Politics. The MIT Press, 2019.