

Poster  
Freedom / Equality / Liberty / Security / Property

April Greiman  
1989

Plakat, Freedom – Equality – Liberty – Security – Property, 1989  
Erscheinungsland: Frankreich  
Gestaltung: April Greiman  
Auftrag: Artis, Paris, FR  
Material / Technik: Offset  
84 × 59.5 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK



April Greiman (b. 1948) was already experimenting with digital design methods on her Macintosh back in 1984. The appeal of her work is grounded in densely superimposed pictorial and text-based messages that made her a pioneer of New Wave graphic design in the United States.

After training at Kansas City Art Institute, April Greiman studied at the Kunstgewerbeschule Basel (Basel School of Applied Arts) under Armin Hofmann (1920–2020) and Wolfgang Weingart (1941–2021). It is thus no coincidence that her graphic design combines Swiss Style tenets with postmodern approaches, and analog with digital design. Her interest in computer-based methods was demonstrated in 1990 in the publication *Hybrid Imagery – The Fusion of Technology and Graphic Design*. One year earlier, she numbered among the sixty-six designers selected by the Paris-based Artis '89 to create a poster commemorating the 200th anniversary of the French Revolution and the adoption of Europe's first declaration of human rights. By sampling images and text, she brings multilayered dynamics into play, with individual geometric

planes calming the composition. A number of pictorial elements, such as the dove of peace, immediately catch the eye, while others, like the angel, tend to be spotted upon closer inspection, underscoring the complexity of the content. (Bettina Richter)

<https://www.eguide.ch/en/objekt/freedom-equality-liberty/>

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