

Conversation

Massimo and Matter: Shaping the Knoll Identity

Moderated by Alice Twemlow

Thursday, June 2

6 to 8 pm (conversation and reception)

Between 1946 and 1966, Herbert Matter created the Knoll logo, advertisements, posters, and catalog format. In 1966 Massimo Vignelli developed the current logo for Knoll with its distinct white-on-red type treatment. In this conversation, Jeffrey Head will discuss the early contributions of Herbert Matter, and Massimo Vignelli will share his recollections of reinventing the Knoll identity and of his working relationship with Matter.

\$20 general

\$15 seniors and students

BGC, 38 West 86th Street

Massimo Vignelli is an internationally renowned designer. In 1971 he and his wife, Lella, established Vignelli Associates.

Jeffrey Head is an independent scholar who organized the exhibition *Herbert Matter: Modernist Photography and Graphic Design* at Stanford University's Cecil H. Green Library.

Alice Twemlow is a design critic, educator, and author of *What is Graphic Design For?*



Knoll Textiles sample kits, ca. 1967. Lella and Massimo Vignelli.