

Evening Course Documents

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In the early 1960s, the lack of any appropriate graphic design training in France led Albert Hollenstein to establish an evening training program named Cours 19.¹ It was developed within the framework of the association 19,² and given in the basement of the first Studio Hollenstein that was located in Montmartre. [Fig. 84] Cours 19 offered a one-year basic or advanced training that was open to the public and to Hollenstein's employees. Within this framework, Hollenstein regularly invited Swiss-trained practitioners to teach there, such as Peter and Sonja Knapp and Hans Rudolf Lutz. Lutz and Jacques Roch supervised the program for Cours 19 in 1965 and 1966, which culminated in a publication featuring student works.³ They took a transdisciplinary approach, providing basic exercises in graphic design, typography, and photography. [Fig. 85] Cours 19 was a "Swiss school," according to Albert Boton, a French employee of the Studio who gave a class in type design in the program. He describes it as a platform where knowledge in typography was disseminated in a given style, providing a quality and rigor that was hitherto unknown in France.⁴ As reported by

Georges Amalric, a student of Cours 19, the Swiss journal *Neue Grafik* sometimes served as the basis for the classes.⁵ This was published between 1958 and 1965 as a multilingual periodical aimed at achieving an international impact, and was the main publication in which the so-called "Swiss Style" was disseminated.⁶ Cours 19 can be understood as a hub where Swiss graphic design and typography were introduced to the French capital in the 1960s.

- 1 Albert Hollenstein's notes, Hugues Hollenstein archives, Tours. See also "Swiss Made," in the volume *Multiple Voices*.
- 2 The association 19 was founded with the primary goal of "developing graphic professions" (pour la progression des métiers graphiques). Hollenstein archives, Ville de Paris, Bibliothèque Forney, RES ICO 5515 17.
- 3 Roch & Lutz 1966.
- 4 Boton 2017.
- 5 See de Smet 2014: 19.
- 6 See Hollis 2006: 211.



Fig. 84 Photograph of Albert Hollenstein giving a class in the basement of the Studio, ca. 1965, photographer unknown.



Fig. 85 Student work included in the documentation of the course, Jacques Roch, Hans Rudolf Lutz, 1966.