



Switzerland



NEWSLETTER OF THE SWISS-AMERICAN SOCIETY OF PITTSBURGH, PENNSYLVANIA

Volume 23, No. 2

Summer, 2014

President's Message

Gruezi mitenand!

I hope you are enjoying your summer. It is hard to believe that it is already almost time for the Swiss Nationality Day Picnic (Sunday, August 3, at the Richland Barn). Please make plans to attend the picnic, and respond by sending in your reservation form, which is included in this newsletter.

I would like to thank Paul Lienhardt for his help in obtaining 501(c)(3) tax exempt status for our organization. We received official IRS approval of our request for tax exemption in June. As a result of this designation, charitable contributions to our Pestalozzi Educational Fund are deductible. Thank you, Paul!

Also, Jim Shock has volunteered to lead a membership development program for the S-ASP. There are many Swiss "ex-pats" in our area, working for Swiss companies or attending area universities. It would be great if we could tap into some of these opportunities. If you would like to help with this effort, please contact Jim.

This month's "Living Tradition of Switzerland" is penned by Fred Carlson and concerns Swiss Graphic Design (something Fred knows more than a little about!).

Hopp Schwiiz!

Lyndall Huggler

| <u>SASP 2014 EVENTS</u> | |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| August 3 | <u>Swiss Nationality Day Picnic</u> 2-6pm Richland Barn |
| September 13 | <u>Alliance of Germanic Societies Parade & Luncheon</u> 11am Parade – Deutschtown 12pm Luncheon - Teutonia |
| Dec 6 | <u>Annual Christmas Luncheon</u> 11am – 3pm Valley Brook Country Club |

Alliance of Germanic Societies Parade The SASP is a member organization of the Alliance of Germanic Societies, which will be holding its annual parade on September 13, 2013, in the Deutschtown neighborhood on Pittsburgh's North Side. The parade will begin at 11:00 at the east side of Allegheny Commons & will proceed down East Ohio Street to Teutonia Männerchor, where a luncheon will be held at noon. If you would like additional information about the parade and luncheon, please contact Lyndall Huggler

TABLE OF CONTENTS

- 1 – President's Message & Upcoming Events
- 2 – Board News & Letter from Dominique Schinabeck
- 3-5 – Living Traditions: Swiss Graphic Design & Männerchor 140th Anniversary Concert
- 6 – Swiss Picnic Reservation Form
- 7 – Nationality Room Scholarship Fund Form
- 8 – Nationality Room & SASP Council News

Letter from Dominique Schinabeck

Dear friends of the Swiss-American Society of Pittsburgh,

It is with regret that I must share with you today the news of my resignation as Honorary Consul of Switzerland, effective April of this year. This news is both happy and sad; happy for me as I have decided to return to Switzerland permanently after being fortunate enough to have spent eight wonderful years in Pittsburgh. And, sad for me, as I will no longer be able to join you and attend all the special events of the SAS. I will certainly miss the exchange of the participation of these events, but most of all, I will miss the friendship's that were created with the position of Honorary Consul.

The Consulate of New York will inform you regarding the succession planning of the Honorary Consul position accordingly. Thank you for all the good times we spent together, and for all the memories that will always be special to me.

I send to all of you my very best regards – uf wiederluege!

Sincerely,

Dominique E. Schinabeck

Your SASP Board

President: Lyndall Huggler

lynbeth@msn.com 412.480.1660

Vice President: Annemarie Frick

africkpit@aol.com phone 412.761.1388

Recording Secretary: Jhon Smith

jhsst7@gmail.com phone 412.521.2584

Treasurer: Paul Lienhardt

pmh3jt4@gmail.com phone 412.835.9345

Corresponding Secretary: Ellen Carlson

ecarlson118@gmail.com 412.335.9659

Membership Secretary: Richard Engel

engel.richard@gmail.com 724.449.3281

Board Member 2013: Andy Schwarz

a.schwarz918@comcast.net 412.322.3323

Board Member 2013: Jim Shock

jrshock@icloud.com 724.941.6316

Board Member 2014: Nancy Flury Carlson

nancy@carlsonstudio.com 412.856.0982

Board Member 2014: Beatrice Hook

bbaahook@windstream.net 724.627.3049

Rest In Peace Hans Meier

It is with deep regret that we inform you of the passing of our dear friend and Honorary Member of the Swiss-American Society of Pittsburgh, Hans Peter Meier. Hans was very proud of his Swiss heritage, & loved belonging to our organization. The SASP has made a \$50 contribution to the Swiss Nationality Room Scholarship Fund in memory of Hans. The following information is provided by Brandt Funeral Home:

Hans Peter Meier, age 88, of McCandless Twp., passed away peacefully in his sleep, Tuesday, April 29, 2014, in Canterbury Place Hospice in Lawrenceville. He was born February 25, 1926, in Schwarzenburg, Switzerland to the late Hermann Alexander and Martha (Oberli) Meier. Mr Meier retired from the U.S. Postal Service after many years of service. Hans was a civilian employee for the U.S. Government in Germany (1946-1952) where he met and married Inez (Johnson), in Wiesbaden, Germany in 1949. Yodeling, singing in German, & playing his beloved bass fiddle were his passions. He yodeled & sang with both the Swiss Maennerchor Helvetia (member since 1952) and the German Maennerchor Teutonia & was a frequent performer in many Pittsburgh Folk Festivals. He was a member of several local folk bands. Hans was involved in scouting for 44 years & was Cubmaster of Cub Scout Pack 171 for 40 of those years, achieving many awards in doing so. As well as being an avid gardener, Hans was an avid camper and loved to travel, managing to visit all 50 U.S. states, most of Europe and Canada.

Rest In Peace Betty Kiefer

It is with deep regret that we inform you of the passing of one of our long time members, Betty Kiefer. The following is from the Pittsburgh Post-Gazette:

Kiefer, Elizabeth Rose "Betty" – Passed suddenly, on Monday, June 30, 2014. Wife of the late Aloysius Kiefer; beloved mother of Lizann (Tim) Maddamma, Barbara (Steve MacDonald) George, and Richard (Linda) Kiefer; sister of Margaret Vissat and Louise Sutton and the late Charles Erb; proud grandmother of Christina Sims, Julianne (Rich) Miller, Suzanne and Matthew Maddamma, Lori (David) Guedel, and Michael (Jess) Kiefer; great-grandmother of Dajah and Destiny Guedel and Rose Miller; also survived by several nieces and nephews.

Living Traditions

Swiss Graphic Design

By Fred Carlson/Vice-Chairman Swiss Nationality Room Committee and 1977 Graduate of Carnegie Mellon University's Design Program

Swiss graphic design has been setting the pace world-wide in the communications field since the middle of the 20th century. It is this author's contention that although we know of the current excellence of Swiss graphic design through the world-wide use of the famous Helvetica type face, the use of Swiss graphics in major corporate messaging worldwide, & the Swiss influence on the teaching of countless practitioners around the world, the mental agility & modernist approach of Swiss design in our era would not be possible without other previously assumed national traits and strengths as intellectual inquiry, precision, harmony with industry, & a cradle of peace and neutrality that made the absorption of artistic influences from every area possible.

The **International Typographic Style**, also known as **Swiss Style**, is a graphic design style developed in Switzerland in the 1950s that emphasizes cleanliness, readability and objectivity. Hallmarks of the style are asymmetric layouts, use of a grid, sans-serif typefaces like **Akzidenz Grotesk** (later **Helvetica**), & flush left, ragged right text. The style is also associated with a preference for photography in place of illustrations or drawings. As time has moved on, variations in imagery have become more common.



^ A typical Swiss graphic using sans serif type, limited color, grid layout, & geometric forms.

Many of the early International Typographic Style works featured typography as a primary design element in addition to its use in text, & it is for this that the style is named.



^ A typical Helvetica font style guide.

The Story of Helvetica

Helvetica was developed in 1957 by Max Miedinger with Eduard Hoffmann at the Haas'sche Schriftgiesserei (Haas Type Foundry) of Münchenstein, Switzerland. Haas set out to design a new sans-serif typeface that could compete with the successful Akzidenz-Grotesk in the Swiss market. Originally called Neue Haas Grotesk, its design was based on Schelter-Grotesk and Haas' Normal Grotesk.

The aim of the new design was to create a neutral typeface that had great clarity, no intrinsic meaning in its form, & could be used on a wide variety of signage. After the success of Univers, Arthur Ritzel redesigned Neue Haas Grotesk into a larger family. In 1960, the typeface's name was changed by Haas' German parent company Stempel to Helvetica (Swiss in Latin) in order to make it more marketable internationally.

A Crucial Swiss Design World Leader & Teacher

Armin Hofmann (born June 29, 1920) is one of the foremost Swiss graphic designers. He began his career in 1947 as a teacher at the Allgemeine Gewerbeschule Basel School of Art and Crafts at the age of twenty-six. Hofmann followed Emil Ruder as head of the graphic design department at the Schule für Gestaltung Basel (Basel School of Design) and was instrumental in developing the graphic design style known as the Swiss Style. His teaching methods were unorthodox and broad based, setting new standards that became widely known in design education institutions throughout the world, including Carnegie Mellon, Yale, Cranbrook, and Cincinnati: the top design schools in the United States. His independent insights as an educator, married with his rich and innovative powers of visual expression, created a body of work enormously varied - books, exhibitions, stage sets, logotypes, symbols, typography, posters, sign systems, and environmental graphics. His work is recognized for its reliance on the fundamental elements of graphic form - point, line, and shape - while subtly conveying simplicity, complexity, representation, and abstraction. He built on emerging modernist ideas originating in Russia, Germany and The Netherlands in the 1920s, stimulated by the artistic avant-garde and alongside the International Style in architecture. He is well known for his posters, which emphasized economical use of colour and fonts, in reaction to what Hofmann regarded as the "trivialization of colour." His posters have been widely exhibited as works of art in major galleries, such as the New York Museum of Modern Art. Hofmann was also an influential educator, retiring in 1987. In 1965 he wrote the *Graphic Design Manual*, a popular textbook in the field.

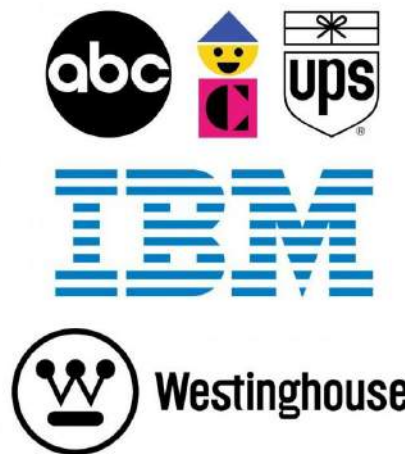
This author points to the excellence of his design education at Carnegie Mellon from 1973-1977 illustrating how far and how fast the Swiss influence spread in the university world. In the space of a dozen years, from the time the final style revisions were complete for the Helvetica typeface, and my arrival at Carnegie Mellon here in Pittsburgh, the entire structure of graphic education here in Pittsburgh and the best schools world-wide was called Swiss design!



^Armin Hofmann posters.

Handing off to the United States & Beyond

Paul Rand (August 15, 1914 – November 26, 1996) was an American art director and graphic designer, best known for his corporate logo designs, including the logos for IBM, UPS, Enron, Morningstar, Inc., **Westinghouse**, ABC, and Steve Jobs's NeXT. He was one of the first American commercial artists to embrace and practice the Swiss Style of graphic design. Rand was educated at the Pratt Institute, Parsons, The New School for Design, the Art Students League, and Yale. Rand's designs and approach placed Swiss design firmly into the United States' communications universe.



< Paul Rand's utilization of Swiss modern design concepts has revolutionized the development of corporate communications, as this small survey of his ubiquitous logos illustrates! Logo designs have become the world's most visible art form.

Modernist influences and Switzerland

The core ideology that drove Rand's career, and hence his lasting influence, was the modernist philosophy he so revered. He celebrated the works of artists from Paul Cézanne to Jan Tschichold, and constantly attempted to draw the connections between their creative output and significant applications in graphic design. It is this author's contention again, that the love of eclecticism and combination of grid systems and beauty were mainly possible due to the Swiss rational tradition harbored in a peaceful environment that was not constantly replacing resources destroyed in war. In *A Designer's Art* Rand clearly demonstrates his appreciation for the underlying connections:

"From Impressionism to Pop Art, the commonplace and even the comic strip have become ingredients for the artist's cauldron. What Cézanne did with apples, Picasso with guitars, Léger with machines, Schwitters with rubbish, and Duchamp with urinals makes it clear that revelation does not depend upon grandiose concepts. The problem of the artist is to defamiliarize the ordinary."

Swiss Design in Historic Perspective

One can see ever since the days of the enlightenment, the growth of industrial and capitalist markets, and the fruitful center piece within the European continent of artistic and recreational ideas, that the Swiss would have a fertile history of stunning design. Quality printing, precise attention to detail, the desire to communicate with the rest of Europe, and the natural beauty inherent within the borders of the nation all contributed to the long history of inspiring design from Switzerland, in addition to what we call the Swiss International style of the modern era.



< A pre-war poster by Herbert Matter bringing together the influences of the outreach of Swiss recreation to the world, mountain symbolism, photography, and sans serif type.



^ Steve Lipnichan performs on the Alphorn while Alfonse Murer waves the Swiss flag

Schweizer Männerchor Helvetia of Allegheny City 140th Anniversary Dinner and Concert

The Deutschtown neighborhood in the 1800's had a significant Swiss population. For many years the Swiss had their own Sangerhalle and chorus in old Allegheny City, and when the clubhouse closed, many of their members joined Teutonia. Schweizer Mannerchor Helvetia (the Swiss Singers) celebrated their 140th anniversary with a dinner and concert at Teutonia on Saturday, June 7. The concert included Alphorn, Jagdhorn, traditional Swiss Songs and Yodels. The Swiss Singers were joined by our other local German singing societies, who also performed.



^ Koni Ostertag yodels while the Swiss Singers perform the Thalerschwigen

3 August Swiss National Day Picnic

will be held at the Richland Park Barn in Bakerstown.

Exit Route 8 east onto Red Belt, then left north at next intersection; park entrance is on the right.

- Bring TOMBOLA donations & cards / games
- Bring food dishes for 8+ to share and get 3 FREE TOMBOLA TICKETS!
- Arrive around 1pm if you would like to help set up chairs and hang canton banners and SWISS flags.
- PRO PATRIA pins are \$5 & support Swiss charities.

Pricing:

\$16. -everyone 13 years & over
 \$8. -per person - if you bring YOUR OWN PICNIC
 FREE -kids 12 and under

****Please pre-register with below form for better food count.*

Make check payable to Swiss American Society Pittsburgh and send payment by July 28th to:

Paul Leinhardt
1527 High Knoll Dr
Pittsburgh, PA 15241-3311

| SWISS PICNIC SCHEDULE OF EVENTS | | |
|---------------------------------|--|----------------------------------------------------------------------------------|
| 2pm | | Renew friendships & make new Swiss connections – Enjoy cold sodas, water, & beer |
| 2:30 | | Games: Water Balloon Toss & Stein Stossen – Fun for all with prizes |
| 3:30 | | Swiss Singers, Music, & Announcements |
| 4pm | | Picnic of Wursts, Swiss Side Dishes, & Desserts |
| 5:30 | | TOMBOLA drawings! Tickets: 1 for \$1, 3 for \$2, 9 for \$5 |

Sunday, August 3rd 2014 Swiss Picnic Registration Form

Please Print First and Last Names: (\$16 provided/\$8 bring own picnic)

| | |
|-------|-----------|
| _____ | \$_____00 |
| _____ | \$_____00 |
| _____ | \$_____00 |
| _____ | \$_____00 |
| _____ | \$_____00 |
| _____ | \$_____00 |
| _____ | \$_____00 |

Total Picnic Price for Attendees: \$_____00
Add PRO PATRIA Pins (x \$5 each): \$_____00
Pestalozzi Educational Fund: \$_____00

My/Our total prepayment is: \$_____00

The Swiss Nationality Room Scholarship Fund

Do students attending class in the Swiss Room get inspired to study in Switzerland?

Ja, Oui, Sì, Gea, Yes!



Please give generously to the **Swiss Nationality Room Scholarship Fund** at the University of Pittsburgh. This endowed fund will help Pitt students realize their dreams of **living and learning in Switzerland**.

+ All donations made to the University of Pittsburgh – Swiss Nationality Room are tax-deductible +
Questions? Contact Philip at 412-216-5144 or bottonari@alumni.nd.edu

Gift Amount \$ _____

Name _____

Address _____

Phone _____

E-mail *(required for credit card gifts)* _____

Mail to: Nationality Rooms Program
1209 Cathedral of Learning
University of Pittsburgh
Pittsburgh, PA 15260

Payment Options:

Check (payable to “University of Pittsburgh”)

Please write “Swiss Room Scholarship” in memo

Credit Card (\$50 minimum; you can also go to: <http://www.pitt.edu/giving.html> to make an online credit card gift, but be sure to include a comment of “Swiss Room Scholarship”)

Visa MasterCard Discover AMEX

Credit Card # _____

Security Code _____

(3- or 4-digit value printed on card or signature strip)

Expiration Date _____

Signature _____

Nationality Rooms Program/Swiss Room account: 09.01031.4400.95927.000000.00000.00000

Swiss Nationality Room Committee/Swiss-American Society of Pittsburgh Council News

-reported by Fred Carlson, Vice-Chairman SNRC; with Heinz W. Kunz and Philip Bottonari

General Room News

The Swiss Nationality Room Committee (SNRC) will be meeting later in 2014 to formally accept the new By-Laws currently under discussion. It is our view after reviewing the proposed language that the Swiss Committee is largely meeting and complying with all the expectations of a Nationality Committee, especially with a new room just dedicated in April 2012 and our active fundraising for a Swiss Room scholarship fund.

The SNRC is particularly open to ideas from the larger Swiss community as to cultural presentations we could bring to the Pitt university community. This is being highly encouraged in the new By-Laws. Point 3 of the new Charter Agreement being proposed is: "The (Swiss) Committee shall provide cultural programming, such as events, lectures, performances, films, exhibits, which shall be appropriate for a diverse audience and all age groups." We are currently entertaining ideas from our membership. Please contact Dr. Kunz or Fred Carlson with your ideas!

One of the display case LED lights went out in mid-May and the maintenance staff was notified. We are still trying to figure out how to get the reproduction antique handle installed on the room's door (part of the "punchlist" between contractor PJ Dick and our architect Stephen Altherr).

Swiss Room Scholarship Fund Grows

Our year-end Swiss Room Scholarship Fund mailing campaign yielded \$3,149 through the end of January 2014. The fund also received \$160 from the Swiss-American Society of Pittsburgh's Swiss Night (April 6)-tombola proceeds. The Swiss Room Scholarship Fund now has \$27,723 including \$267 in earnings since January. The agency account has \$4,530 after we transferred \$12,000 to the higher earning endowment fund in March. Total of all

accounts is \$32,252 (source: Susan Langer of the NRIEP). Note: The Swiss Room Scholarship Fund will begin awarding student scholarships when its total reaches \$50,000.

Reporting to the Nationality Rooms and Intercultural Exchange Program (NRIEP)

Three times a year, the University of Pittsburgh Nationality Rooms Council meets in the Braun Room on the 12th floor of the Cathedral of Learning. All the 29 room committees share updates on activities surrounding their rooms and their related cultural groups. Our SNRC regularly reports to the wider NRIEP body on what the Swiss-American Society of Pittsburgh and the Swiss Singers are doing, as well as other Swiss cultural offerings that happen in Pittsburgh. We are proud to be a part of such an active cultural group. The next meeting is June 19 and Dr. Kunz and Fred Carlson will be present to share our news.

Swiss Website Redesigned

Nancy Flury Carlson has revamped the **Swiss-American Society of Pittsburgh website** dramatically. It is much easier for our Swiss community to stay abreast of everything going on with Swiss connections. The site features the Swiss Nationality Room prominently and all the related programs and dedication book can be downloaded from the site. Other sections include Swiss Singers, News, Events, Membership Information, and links to other Swiss sites. The site is still at the web address <http://www.swisspittsburgh.org>

Swiss Community News & Events

The **140th Anniversary of the Schweizer Maennerchor Helvetia** (Swiss Singers) was celebrated Saturday, June 7, 2014 with a dinner and concert at the Teutonia that evening.

The annual **Swiss National Day Celebration** will be held on August 2 at Richland Barn, Gibsonia.

FHC; PKB, HWK