

TOUT LE MONDE CONNAÎT ROGER EXCOFFON EVERYONE KNOWS ROGER EXCOFFON

Roger Excoffon retrospective at the Museum of Printing of Lyons

From November 24th 2011 till February 19th 2012 the Lyon Printing Museum will present a retrospective of the work of the French typographer and graphic designer Roger Excoffon (1910-1983), one of the leading figures of French graphic design in the second half of the twentieth century. Roger Excoffon is considered one of the major actors of French and international graphic. The logos, visual identities and advertising campaigns which he produced brought him worldwide recognition and numerous awards in the visual arts. The exhibition at the Museum of Printing will include numerous little-known works lent by the daughter of the designer, Martine Rosaz-Excoffon, before their deposit at the Institute for Contemporary Edition Memory (Imec). ■

Excoffon, the image of France

It is no exaggeration to say that Roger Excoffon shaped the image of the post-war France. When we talk about French typography we think immediately of Antique Olive, Banco, Mistral and Choc, types of extraordinary inventiveness that marked the decades of post-war prosperity. It is impossible to voyage in France without our eye being caught by shop signs using Excoffon's vigorous alphabets which marked the urban landscape as well as print, as the omnipresence of Excoffon's typography in books and magazines of the 50s and 60s amply demonstrates. His many advertising campaigns for Air France, the SNCF, Bally shoes, Pathé, Reynolds, and many others illustrate the extent of Excoffon's influence ■



Unpublished documents and contributions from young graphic designers

Original sketches, paintings, drawings, roughs and final printed works: the exhibition offers an excellent opportunity to (re)discover the work of Roger Excoffon. The inclusion of many previously unshown documents has been made possible thanks to the collaboration of Martine Rosaz-Excoffon who kindly opened the family archives to Lyon Printing Museum. The exhibition also includes photographs of the use of Excoffon's typesets in the urban landscape as well as original works by contemporary graphic designers in honor of Roger Excoffon (Antoine+Manuel, Change is good, deValence, Frédéric Teschner, Office ABC, Superscript², Alaric Garnier & Hugo Anglade,



Clément Le Tulle-Neyret & Thomas Leblond). In conjunction with the exhibition, the Printing Museum also offers a special map of the city to allow visitors to discover Excoffon's typefaces at work in the streets of Lyon.

Exhibition from 24th November 2011 to February 19th 2012. Special late night opening on the 24th November from 18 to 23 in resonance with the Lyon Biennial. www.imprimerie.lyon.fr

PRESS RELEASE



Renewal and recognition

Twenty-five years after the death of their creator, the Roger Excoffon types are making a 'comeback' in France and abroad, after an episode of relative decline. They are now studied by historians of graphic design and used by a growing number of young designers who are giving them a new lease of life in digital form. Lyon Printing Museum felt it was time to honor Roger Excoffon with this exhibition, curated by Tony Simões Relvas, assisted by Samuel Rambaud. Tony Simões Relvas, who has been working on Excoffon's types and graphic design for several, thanks in part to Lyon Printing Museum's collections, is graphic designer and founder of the studio Extrafine with Samuel Rambaud and Samuel Diakite ■

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Printing Museum
13 rue de la Poulaille, 69002 Lyon
Opening hours: Wednesday to Sunday
from 9:30 to 12 am and from 14 to 18 pm

Tony Simões Relvas
curator of the exhibition

Samuel Rambaud
co-curator of the exhibition

www.extrafine.fr
Design & scenography

