

Finaler Entwurf Fachzeitschriftenumschlag, DQL, 1995
Gestaltung: Wolfgang Weingart
Auftrag: Design Quarterly, Toronto, CA
Material/Technik: Xerografie; Papiercollage
28.1 × 21.7 cm
Donation: Wolfgang Weingart
Eigentum: Museum für Gestaltung Zürich / ZHdK



Wolfgang Weingart (b. 1941) used the technology of his time to conduct design experiments. In the 1990s, he was fascinated by color copiers. By exchanging color toners and printing over paper that had already been printed, he created color patterns that he cut out and assembled into collages along with other analog or digital patterns

Wolfgang Weingart was an expert at combining old and new technologies—both in his own work as well as in his typography classes at the Schule für Gestaltung Basel. In the mid-1980s, his studio was equipped with a lead type workshop, darkroom, photocopier, five Macintosh computers, and two printers. He added the color copier in the 1990s. For Weingart and his students, the machines served primarily as tools for experimentation. Around 1995, Weingart took part in an invited competition held by the trade journal *Design Quarterly*, which was seeking a new cover design in honor of its fiftieth anniversary. While Weingart did not win the competition, he nevertheless carried out interesting experiments on the color copier using the initials D, Q, and L. By exchanging the colored

toner cartridges (red, green, black), he was able to create multilayered colored overprints. From these, he cut out the letters, painted or scribbled in white, copied or overprinted them once again, and assembled them into collages. In the course of exploring the possible combinations of color and structure, he produced series of design variations. Weingart took a similar approach with the computer, using it exclusively for creating patterns and not as a layout tool. This was also the case with the final DQL design: the handwritten script “Fifty Years,” generated using MacPaint, is a glued-on sample. In order to fix the collage as a print template, Weingart laid a glass plate on top of it and photographed it with a repro camera. (Barbara Junod)

<https://www.eguide.ch/en/objekt/dql-design-quarterly-fifty-years/>