

Wim Crouwel born 1928 in Groningen, the Netherlands.

Next to studying at the local art academy in Groningen he also followed lessons at the 'Instituut voor Kunstnijverheidsonderwijs' which was the predecessor of the Gerrit Rietveld Academie.

He created in 1967 'The new alphabet'. A font which is abstract and composed out of vertical and horizontal lines, based on a dot matrix system. So it can easily be read and recognized by computers, so a highly functional reason.

He is also very known for his design for the Stedelijk museum in Amsterdam.

Crouwel has been and is still is one of the most important designers in Dutch graphic history.

Anthon Beeke (1940) is another important Dutch graphic designer and had a key role in the changes of Graphic Design, in the late 70s and early 80s. He took over elements and styles from important movements at this time, like the 'New wave' style.

Beeke broke the common conventions of Graphic Design at this time and combined functionality, concept and aesthetics.

This formed a strong contrast to his colleagues like Crouwel.

Interesting links to Crouwel and Beeke:

[Http://mattus.web-log.nl/vibe_visual_brand_experie/2007/11/alfabet_plagiaa.html](http://mattus.web-log.nl/vibe_visual_brand_experie/2007/11/alfabet_plagiaa.html)

http://www.cbkzeeland.nl/index.cfm?chapter_id=3&art_id=274

<http://www.bebo.com/PhotoAlbumBig.jsp?MemberId=11848511&PhotoNbr=1&PhotoAlbumId=2076492>

http://mattus.web-log.nl/vibe_visual_brand_experie/2007/11/alfabet_plagiaa.html

Ryan Gander's New New Alphabet:

<http://joaoribas.blogspot.com/2008/07/new-new-alphabet.html>