

The Designer Timeline of

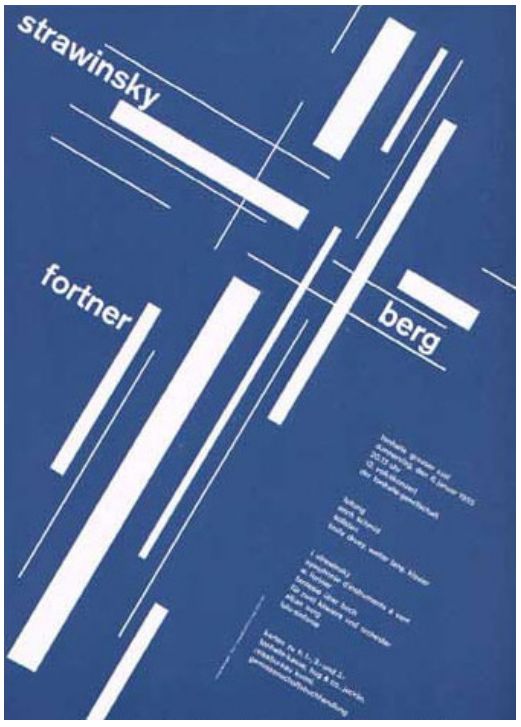
Bruno Monguzzi & Ruth Ansel



Bruno Monguzzi

In the 1940s, a large number of French and Polish soldiers fled across the Swiss border in Jura after France fell to the Germans. Switzerland took in over 180,000 civilian refugees and 100,000 soldiers during the war.

In the 1950s, a design movement emerged from Switzerland and Germany, which designers call Swiss Design and historians call the International Typographic Style.



Ruth Ansel

In 1938, Randall's Island, New York, hosted the Carnival of Swing, considered the first outdoor jazz festival. Stuff Smith and his Onyx Club, Count Basie, Duke Ellington, Vincent Lopez, Kay Kyser, Artie Shaw, and Ella Fitzgerald were a few famous acts performed at the festival.

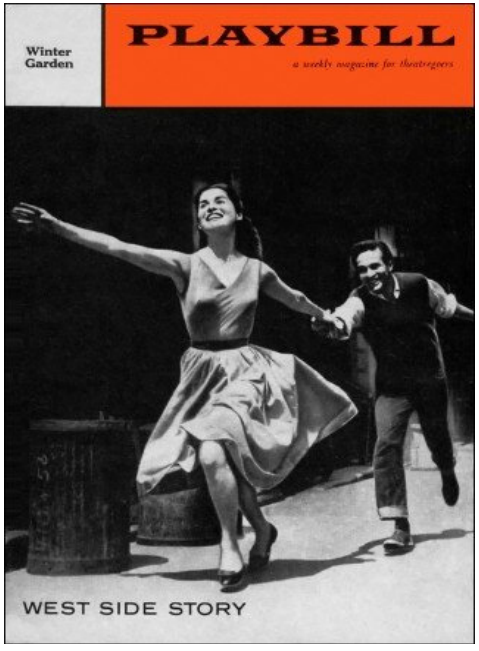


In 1955, the Geneva Summit took place, where the leaders of the U.S., France, Britain, and the Soviet Union sought to end the Cold War.

In 1955, Saul Bass created a stop-motion paper cut-out arm for the film The Man with the Golden Arm title sequence.

In 1958, John Stephen opened the first clothing boutique on Carnaby Street.





In 1957, the musical West Side Story premiered in New York City.

In the late 1950s to 1960s, Italy completed its postwar transformation from a largely rural, relatively poor country into one of the world's most economically and socially advanced countries.



In 1959, the Bracken House, the Financial Times headquarters in the City of London designed by Sir Albert Richardson, was completed.



From 1961 to 1963, at the age of 20, Monguzzi started his career at the legendary Studio Boggeri in Milan, one of the leading design and advertising agencies in Italy at that time. He found a way to create more expressive solutions to the Swiss International Style in his posters.

In 1961, Ansel pursued her strong desire to work for Harper's Bazaar, an American monthly women's fashion magazine, since she found magazines to be the closest thing to film. With little to no experience and a portfolio in her arms, she was hired by Marvin Israel to work in the Art Department.



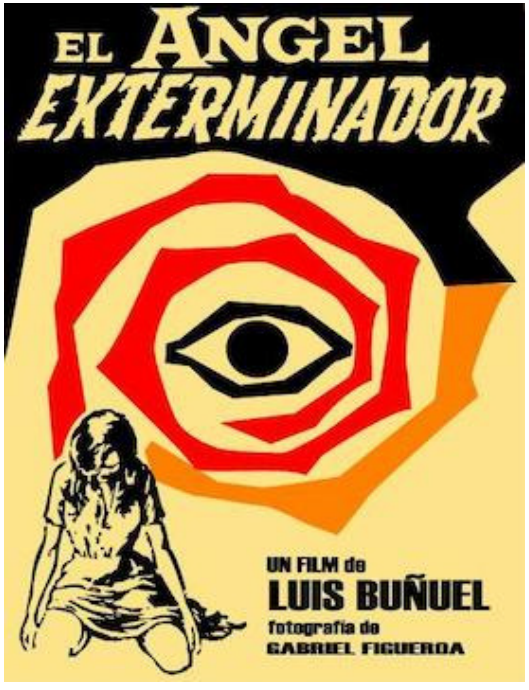
In 1961, John F. Kennedy was sworn in as the 35th President of the United States, succeeding Dwight D. Eisenhower.

In 1963, At age 24, Ruth Ansel and Bea Feitler became co-arts directors for Harper's Bazaar, making them the youngest art directors in magazine history.

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In 1963, the New York City had its first Film Festival.

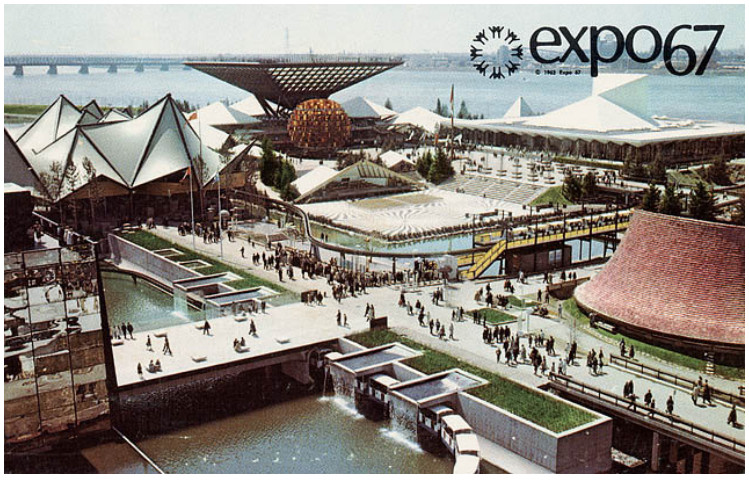


In 1965, Monguzzi moved to Montreal, Canada, to join the Charles Gagnon and James Volkus office in Montreal and design nine pavilions for Expo 67.

In 1964, the New York World's Fair opened in Flushing Meadows-Corona Park in Queens, New York City.

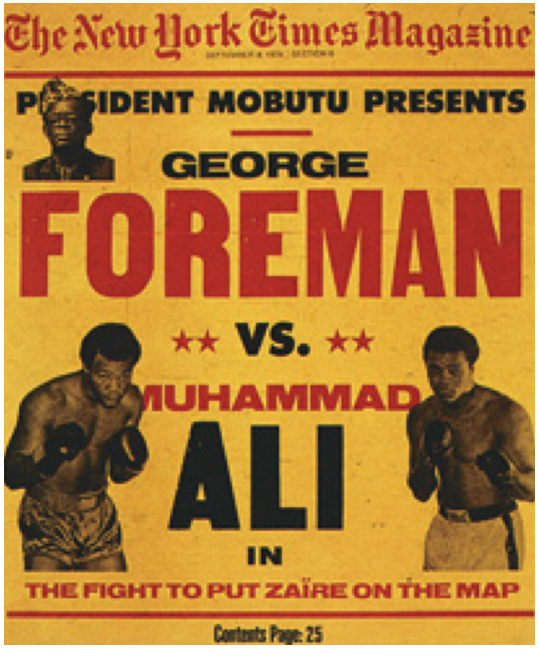


In 1965, Ruth Ansel and collaboration from Bea Feitler and Richard Avedon designed the December 1965 issue "Out of this force," featuring Jean Shrimpton peering from behind a bright pink Day-Glo space helmet.



In 1967, in Montréal and Québec, Expo 67, an international exposition, was held to celebrate Canada's centennial. Senator Mark Drouin of Québec first developed the idea of a world exhibition in Montréal to serve as a focal point for Canada's celebrations of its 100th birthday.

In the late 1960s, the art movement Arte Povera—which translates as 'poor art,' described the work of a group of young Italian artists active during that time. Based predominantly in Turin and Rome, they rejected figurative art and classicism



In 1974, Ruth left Harper's to become the first female art director of The New York Times Magazine. She published famous works such as photographs by Gilles Peress, whose images from the streets of Iran appeared to be conversing with political silkscreens by Andy Warhol.



In 1976, the advertising agencies Wells Rich Greene and Milton Glaser designed the famous "I Love New York" logo to increase tourism and rebrand New York City in a positive light.

In 1979, Monguzzi became a member of the Alliance Graphique Internationale.

In 1979, right after the Irpinia earthquakes, Monguzzi was asked by the city of Milan to create a poster to inspire help for the victims.

In 1974, the International Center of Photography was founded by Cornell Capa.

In 1976, The Cooper-Hewitt Museum of Design opened.

INTERNATIONAL CENTER OF PHOTOGRAPHY



In the 1980s, Punk culture and new-wave fashion grew famous worldwide, especially in London, with designers like Vivienne Westwood leading the charge.

In 1981, Monguzzi was the curator and designer of the Studio Boggeri retrospective for the Milan Triennale.

In 1979, Irpinia-Basilicata experienced a terrifying earthquake, described as “the strongest seismic event of the last 80 years in the Southern Apennines of Italy.”





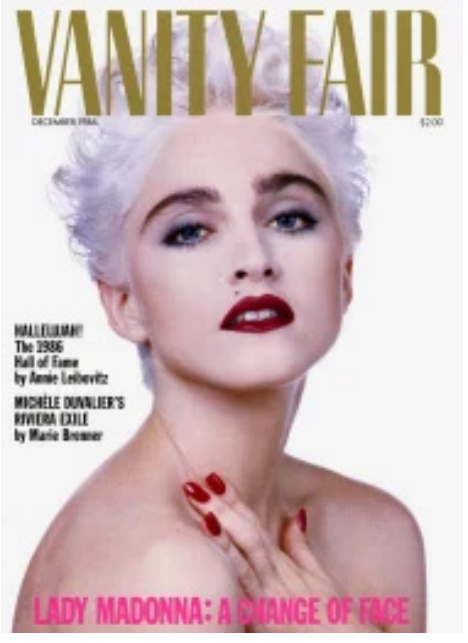
In 1983, Monguzzi won the international identity competition for his work for the Musée d'Orsay, Paris.

From 1986 to 1991, Monguzzi works as an art consultant for Abitare magazine in Milan.

In 1987, The Way Things Go, a film created by Swiss artists Peter Fischli and David Weiss, is a Rube Goldberg-like chain of events starring household objects and detritus unfolding in their studio, transforming these humble materials into something remarkable.

In 1983, she revamped House & Garden, calling on photographer William Eggleston to create a series on Graceland.

In 1984, she joined Vanity Fair as art director, creating a living record of the Hollywood-obsessed go-go 1980s.

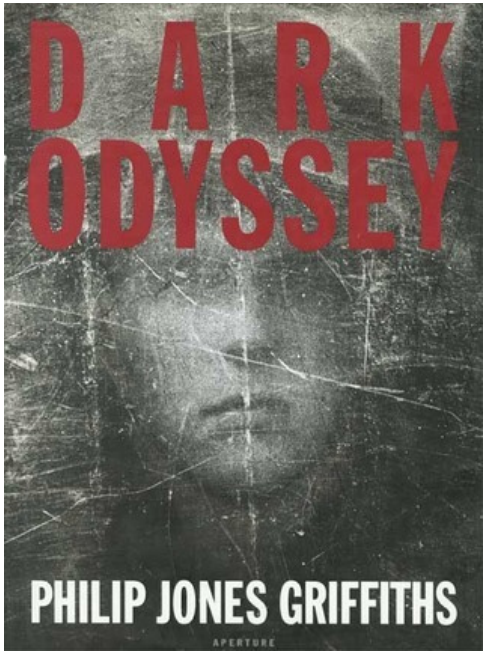


From 1987 to 2004, Monguzzi designer for Museo Cantonale d'Arte



In 1991, Monguzzi designed a poster using actual mirrors to exhibit the work of abstract painter Florence Henri.







In 1992, she formed her own design studio, where she continued to produce groundbreaking content, for instance, for important clients such as Leibovitz, Richard Avedon, and Peter Beard, and campaigns for Versace, Karl Lagerfeld, and Club Monaco.

In 2000, Monguzzi was awarded the Gold Medal at the International Poster Triennial in Toyama.

In 2008, At age 55, Ansel was one of the leading designers for the Wolfsonian-FIU-organized exhibition titled The Thoughts on Democracy: Reinterpreting Norman Rockwell's Our Freedoms. She contributed a poster based on the "Four Freedoms" posters created in 1943 by American illustrator Norman Rockwell.

In 2009, she was invited to present her work at Moderna Museet in Stockholm, Sweden, a state museum for modern and contemporary art located on the island of Skeppsholmen in central Stockholm.

In 2010, Ruth Ansel was published in the Hall of Femmes, a book designed by Hjarta Smarta to highlight women's work in art direction and design. This book highlights Ansel's forty-year career and what being the first female in her accomplished past positions was like.

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Typeface: Minion Pro & Times

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Bruno Monguzzi

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