

Peter Vetter
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www.coande.com

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Peter Vetter, Designer

1946 Born in Rorschach (Switzerland)
Schools in Zurich and professional education in Zurich and Milan

Professional activities:

1964 Trained in the Studio Gérard Miedinger and at the School of Arts and Crafts (Kunstgewerbeschule) in Zurich
1967 Collaboration in the studio Josef Müller-Brockmann
1868 Diploma as Graphic Designer, Swiss Federal Certificate of Proficiency
1968 La Rinascente/Upim, Milan and studies at the Politecnico in Milan
1970 Assistant of Prof. Tomás Maldonado, Studio Maldonado, Milan
1972 Designer and Art Director at J.C. Penney Italia, Milan
1974 Studies at the Accademia delle belle Arti, Brera (Milan)
1976 Founder and Managing Director of Bit, Visual Communication, Milan later BBV Baviera, Baur, Vetter; Zurich, Paris, Milan
1984 Partner and Creative Director of Zintzmeyer & Lux AG, Identity Development, Zurich and Bonn
1990 Establishment of the Zintzmeyer & Lux AG agency in New York
1996 Executive Vice-President of Vignelli Associates, Designers, New York
1999 Founded Coande - Communication and Design together with Katharina Leuenberger, Zurich and New York (NYC until 2002)
1999 President (SGV) Swiss Graphic Design Association (until 2005)
2000 Initiator and organizer of the lecture series Design and..., about 20 events until 2006 for the Swiss Graphic Design Association
2004 Establishment of the partnership D/C/P with DA, Centro per il Disegno ambientale, Coande and Studio Priori with studios in Milan and Zurich
2006 Co-initiator, founding member and vice-president of Design Archiv Schweiz (now Swiss Graphic Design Foundation)
2012 President of Netzhdk, the alumni organization of Zurich University of the Arts
2020 Founding member of Design History Network and since 2022 member of the board

Selected mandates:

- La Rinascente/Upim, Milan (Italy), 1968-1970, 1975-1976
- J.C. Penney Italia, Milan (Italy), 1970-1975
- Standa, Milan (Italy), 1976-1982
- Cucirini, Cantoni, Coats, Milan (Italy), 1975-1979
- Fiat Engineering, Turin (Italy), 1979
- Montedison, Milan (Italy), 1980
- BMW AG, Munich (Germany), 1982-1999
- Ascom AG, Berne (Switzerland), 1987-1989
- Landis & Gyr AG, Zug (Switzerland), 1989-1994
- BMW Japan Corp., Tokyo (Japan), 1992-1995
- ABB Ltd., Zurich (Switzerland), 1988-1992
- Continental Reifen AG, Hannover (Germany), 1985-1990
- Lindt & Sprüngli AG, Rüschlikon (Switzerland), 1992-1994
- IBM, Armonk, NY (USA), 1993-1995

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- Rover Group, Birmingham (UK), 1996-1998
- Bayerische Rück, Munich (Germany), 1996-1998
- Sea Containers Ltd., Bermuda and London (UK), 1996-1998
- GNER, York (UK), 1997-1999
- Trenitalia, Rome (Italy) and Grandi Stazioni, 1997-1998
- Clifford Chance Lawyers, London (UK), 1998-2000
- Warner Bros Studio Stores, Burbank, CA USA, 1997-1998
- MFAH, Museum of Fine Arts, Houston, TX USA, 1997-1999
- NASA, Washington, DC USA; 1998-1999
- Solomon R. Guggenheim Museum, New York, USA, 1998
- 2B AG, Dübendorf (Switzerland), 1999-2001
- Foundation Youth in Science, Berne (Switzerland), 2001-2005
- Red Cube International AG, Zurich (Switzerland), 2000-2004
- Zürcher Kantonalbank, Zurich (Switzerland), 2002-2004
- Bank Leu AG, Zurich (Switzerland), 2002-2005
- Zentrum Paul Klee, Berne (Switzerland), 2003-2007
- Pinacoteca di Brera, Milan (Italy), 2004-2009
- Musei San Domenico, Forlì (Italy), 2005-2014
- Finter Bank Zurich AG, Zurich (Switzerland), 2005-2011
- Autorità Portuale di Palermo (Italy), 2006-2014
- Ministero della Cultura Italiano, Rome (Italy), 2005-2007
- City administration of Rapperswil-Jona, (Switzerland), 2007-2022
- Freies Gymnasium Zürich (Switzerland), 2009-2011

Selected awards:

- 1966 Zurich Apprentice Competition Award
- 1967 2nd prize at the International packaging competition Henkell sparkling wine
- 1972 Compasso d'oro, Milan; Faema project
- 1992 Landis & Gyr best Swiss annual report
- 1999 Atheneum, American Museum of Design, inclusion of the BMW Annual Report in the permanent collection
- 2003 Nomination Design Preis Schweiz, project Bank Leu
- 2003 Winner of the selection process and commissioned to develop the visual identity of the Zentrum Paul Klee, Berne (international bidding)
- 2004 First prize at the international competition for the visual identity of the cultural center Grande Brera in Milan
- 2005 First prize at the international competition for the visual identity of the Musei San Domenico, Forlì (Italy)
- 2006 Winner of the selection process and commissioned to develop the visual identity of the city authority of Rapperswil-Jona
- 2013 Nomination Design Preis Schweiz, Project Rapperswil-Jona
- 2016 Nomination DIA Award (China), China Academy of Art
- 2019 Shortlist visual identity City of Jiaxing
- 2020 Inclusion of the projects Bank Leu and City of Rapperswil-Jona in the Hall of Fame of Swiss Design
- 2024 Certificate of Honour, Logo competition Liangzhu Forum (China)

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Awards for the best annual report in Germany by Industrie Magazin and later Manager Magazin:

1988 First Price BMW annual report
1989 Third Price BMW annual report
1990 First Price BMW annual report
1991 First Price BMW annual report
1993 First Price BMW annual report
1994 First Price BMW annual report
1998 First Price BMW annual report

Jury activity:

- President of the Jury for the Swiss Graphic Designers Association Award for the best diploma thesis in the field of Visual Communication in Switzerland
- President of the Jury for the best Swiss Annual Report (Bilanz)
- President of the Jury for the Canton Aargau Visual Identity Award
- President of the Jury for the selection of designers for the development of the Swiss Federal Visual Identity
- President of the Jury for the international design competition for Lugano Art Center (LAC)
- Member of various international and national juries in Switzerland, Italy, and Germany

Activities in education:

- Istituto Orsoline di San Carlo, Milan (Italy), lecturer in visual communication and development of a foundation course at the level of artistic high schools (liceo artistico) in Lombardy (Italy)
- Responsible for the jury of the federal professional examination for Graphic Designers in Switzerland (Ability test for apprentices in the vocational school sector)
- Member of the Peer Review (Bologna introduction) for the accreditation of Swiss universities in the field of design and art; responsible for the universities of Geneva, Lausanne, Basel, and Lugano
- SUPSI Lugano, responsible for the diploma jury
- ZHdK Zurich (formerly HGKZ), lecturer for design theory and history
- ZHdK Department of Design, Head of Visual Communication (BA, MA) and member of the research council
- Politecnico di Milano, guest lecture
- KISD Cologne, workshop
- UDK Berlin, jury for project Weizenbaum
- HEAD Genève, jury for diploma assessment and guest lecturer
- HGK Basel, guest lecturer and member of nomination committee
- SFG Bern-Biel, guest lecturer
- HKB University of the Arts Berne, guest lecturer
- ESAV Marrakech, strategic consulting, and implementation of various workshops (Creative Industries, Projects for Morocco and Learning from each other)
- American University in Cairo, guest lecturer

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- American University of Beirut, jury for diploma assessment
- HKDI Hong Kong, workshops and guest lecturer on: Global branding and sustainable communication
- Organization of an international online project "Linking Cultures" with universities from Cairo (Egypt), Beirut (Lebanon), Berlin (Germany), Marrakech (Morocco), Sharjah (VAR) and Zurich (Switzerland)
- St. Gallen University (Switzerland) guest lecturer
- University of Applied Sciences Dornbirn (Austria) guest lecturer
- IFZ Institute for Financial Services in Zug (Switzerland) guest lecturer
- Future +, Shenzhen, Workshops and lecture on Global Branding
- Lucerne University of Applied Sciences and Arts, guest lecturer
- Shenzhen Institute of Building Research (IBR), Workshop on Identity and Branding
- Shenzhen International School of Design (SISD)/Harbin Institute of Technology (HIT), Consultant and senior lecturer and researcher

Publications:

- Design als Unternehmensstrategie (Design as Corporate strategy, out of print; Peter Vetter with a preface from Gregor Ade; DDC Deutscher Designer Club e.V., Frankfurt/Main, 2014
- Design as Investment - Design and Communication as a management-tool Peter Vetter und Katharina Leuenberger with a preface from Rudolf K. Sprüngli; Spielbein Verlag, Wiesbaden, 2016
- No Style - Ernst Keller (*1891-†1968) Teacher and Pioneer of the Swiss Style; Peter Vetter, Katharina Leuenberger, Meike Eckstein; Triest Verlag, Zürich, 2017
- Oliviero Toscani, Immaginare - Kunstgewerbeschule Zürich 1961-1965 Peter Vetter and Nicoletta Ossanna Cavadini (Hrsg.); Centro Culturale m.a.x. museo, Chiasso, 2017
- Hans Aeschbach (*1911 - †1999) Graphic designer, painter and teacher Poetic synthesis of nature and geometry Yujin Kim (Ed.) Contribution Peter Vetter, Farb und Form - lernen in Bildern zu denken (Color and form - learning to think in images) Digiboo Verlag, Küsnacht, 2021

Contributions and articles:

- Typografische Grundlagen (Typographic basics) Ruedi Ruegg, Godi Fröhlich (Ed.); various projects; ABC Verlag, Zurich, 1972
- Form + Communication Walter Diethelm; various projects; ABC Verlag, Zurich, 1974
- Corporate Identity Report 1986/87 Roman Antonoff; contribution Corporate Identity bei BMW; FAZ, Frankfurt; 1987
- Corporate Identity K. Birkigt, M.M. Stadler, H.J. Funk (Ed.); contribution BMW: weltweite Markenpräsenz (BMW: Global Brand); Verlag Moderne Industrie, 1988

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- Basic Typography: Design With Letters
Ruedi Ruegg (Ed.); various projects,
Van Nostrand Reinhold, New York, 1989
- Graphis Corporate Identity 1
B. Martin Pedersen (Ed.); Contribution BMW Corporate Design,
Graphis Press, New York, 1989
- Mehrwert - Schweiz und Design: die 80er (Added value - Switzerland
and design: the 80s)
Köbi Gantenbein, Alois Martin Müller (Ed.); contribution Entwicklung
des BMW Erscheinungsbildes (Development of BMW Identity and
Branding);
Hochparterre, Zürich, 1990
- Das Verschwinden der Dinge (The disappearance of things)
Arnica-Verena Langenmeier (Ed.); contribution Vom Material zur Idee
(from material to idea) with Thomas Bernold; Design Zentrum, München,
1993
- Architektur und Grafik (Architecture and Graphic Design)
Ruedi Baur, Uwe Fischer (Ed.); contribution Corporate Design and
Architecture;
Lars Müller Publishers Zurich, 1998
- Geschäftsberichte richtig gestalten (Designing annual reports
correctly)
Valentin Heisters, Olaf Leu (Ed.); Interview with Peter Vetter;
FAZ, Frankfurt, 2003
- Banks and Brands
Maurice Pedergrana, Martin Schneider, Stefan Vogler (Ed.);
contribution case history Bank Leu; Verlag Haupt, Bern, 2003
- Banks and Brands
Maurice Pedergrana, Martin Schneider, Stefan Vogler (Ed.);
contribution Brands in stone, glass and concrete;
Verlag Haupt, Berne, 2003
- small + beautiful: Design from Switzerland
Japanese Edition; contribution Visual Statement;
Flick Studio, Tokyo, 2006
- small + beautiful: Design from Switzerland
Korean Edition; contribution Visual Statement;
Pro Helvetia, Zurich, 2008
- Criss Cross: Design from Switzerland
Chinese-English Edition; contribution Visual Statement;
Pro Helvetia, Zurich, 2009
- Ein und Alles/One and All
Zurich University of the Arts, Department Design; contribution
Design Thinking; Zurich University of the Arts, Zurich, 2009
- Design Z 2010
Zurich University of the Arts, Department Design; contribution
Visual Communication; Zurich University of the Arts, Zurich, 2010

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- Design Z (1911-) 2011
Zurich University of the Arts, Department Design;
Concept: Oliviero Toscani und Peter Vetter;
Zurich University of the Arts, Zürich, 2011
- Gute Gestaltung/Good Design n.15
DDC Deutscher Designer Club; contribution Die Top Ten der
Geschäftsberichte ein Vergleich (A comparison of annual reports);
Birkhäuser Verlag, Basel, 2015
- Werner Bischof (1916-1954) - The transformation of the image
Marco Bischof, Angela Madesani, Nicoletta Ossanna Cavadini (Ed.)
contribution Werner Bischof's Formation at the Kunstgewerbeschule in
Zurich; Silvana Editoriale, Cinisello Balsamo (Italy), 2015
- Mapping Graphic Design History in Switzerland
Robert Lzicar, David Fornari (Ed.); contribution History of the
Kunstgewerbeschule Zurich und Following Institutions;
Triest Verlag, Zurich, 2016
- Design for all
Sunil Kumar Bhatia and Gerhard M. Buurman (Ed.);
Peter Vetter: contribution Learning from each other;
Design for all, Institute of India, New Dehli, 2017
- Willi Eidenbenz zum Beispiel (Willi Eidenbenz, for instance)
Norbert Eisold and Norbert Pohlmann (Ed.); contribution Willi
Eidenbenz his professional education in Zurich;
Bibliothek Forum Gestaltung, Magdeburg, 2018
- Schwarzdenker, Zeit-Streit-Schrift (Black thinker, time-dispute-
writing)
Viktoria Serapina (Ed.); contribution Immer dasselbe - immer anders
(Always the same - always different);
Manufaktur für Grafikdesign, Munich, 2020
- YANSE: Research on Color and Culture,
Shenzhen International School of Design (SISD/HIT)
VETTER Peter and XI Li, Shenzhen 2024

Publications of various projects by Peter Vetter and Coande in Domus,
Abitare, Graphis, Graphis Corporate Identity, Axis, Il Sole 24 Ore, la
Repubblica, Idée à jour, Hochparterre, NZZ, etc.

<https://www.coande.com>