



HANS SCHLEGER (ZERO)

1898- 1976

BRUCE MAU

1959 (age 64 years)



1920s

1898

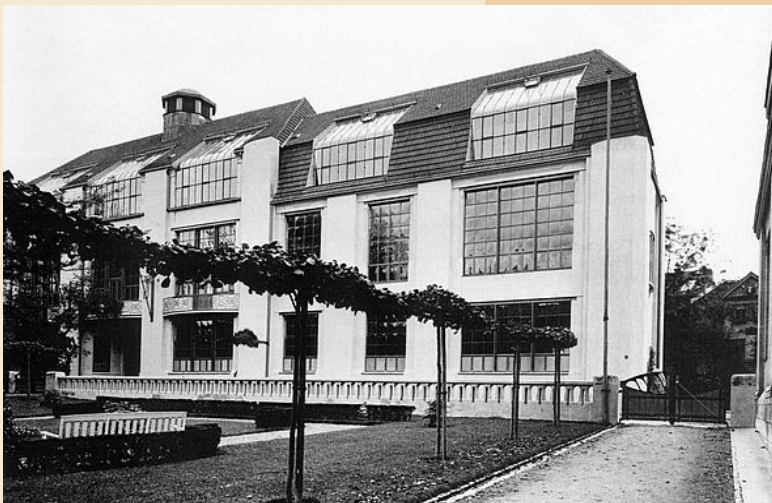
Hans Schleger is born in Prussia to a Jewish family.

1920

The Modernism movement begins and impacts art, design, and architecture.

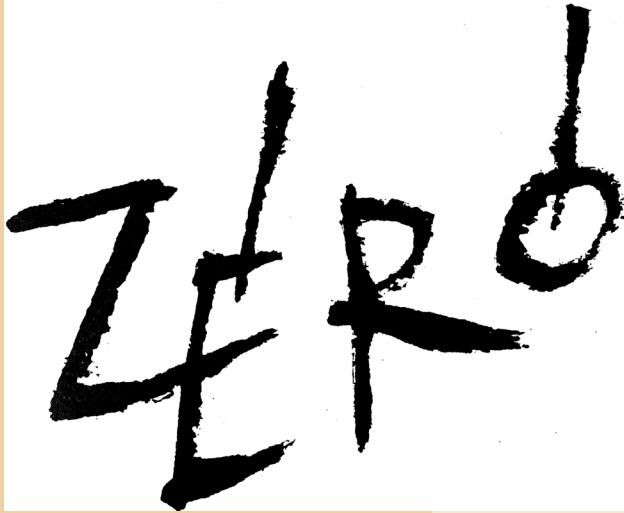
1919

The Bauhaus is founded in Weimar.



1926

He begins using the name
“Zero” and founds his own firm.



1924

Schleger moves to New
York and begins working in
American advertising.

1929

He moves back to Germany
and begins working for a
British advertising agency
in Berlin called Crawford's
Advertising Agency.

1920s

1930s

1932

He moves to Britain and continues to work for Crawford's Advertising Agency. He begins getting commissioned by branches of the British government.

1933

Hitler is appointed chancellor of Germany.

Thanks to the Underground,
1935

THANKS TO THE



UNDERGROUND

THESE MEN



JOURNALISTS

YOU CAN BE S

1935

He designs a logo for London transport buses which is still used today.





1938

These Men Use Shell poster by Hans Schleger

1939 to 1945

World War II British propaganda is created in the form of posters, cinema, radio, etc.



Women of Britain - Come into the Factories by Philip Zec

1936

The Royal Designers for Industry award is created to recognize designers who designed for manufacturing and industry.

1930s

1939 to 1945

World War II

1940s

1941

Grow your own food poster for Britain Dig for Victory campaign.



1943

London transportation
In the Blackout posters during WWII



IN THE **BLACKOUT**



Wear or carry
something white

IN THE **BLACKOUT**



To hail a bus or tram
shine a torch on to
your hand

1945 to
1960s

Post-War
Reconstruction

1946

His work is shown in the "Britain Can Make It" exhibition at the Victoria & Albert Museum.



The 1946 Exhibition of Modern Design

1940s

1950s

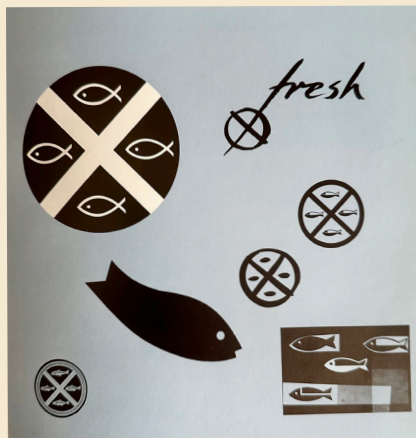
1952

Mac Fisheries logo and branding.



1959

He is named a Royal Designer for Industry.



1956

Paul Rand creates the IBM logo which continues to influence ideas around logo and identity design.

1950s

Britain's economy expands with stop-go growth.

1959

Bruce Mau is Born in Greater Sudbury, Canada.

1976

Hans Schleger passes away in England at the age of 78.

1982

The Canadian Constitution is repatriated, absolving the United Kingdom of jurisdiction over Canada.

1985

Bruce Mau founds his design firm, Bruce Mau Design (BMD).

bruce
mau
design

1980s

The fear of “acid rain” in Canada prompts discussions about an environmental crisis.



1970

The Postmodernism movement begins which focuses on simplicity and stylized designs.



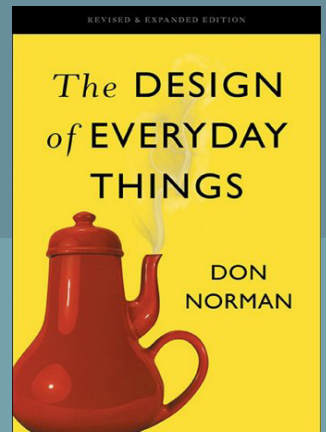
Untitled by Barbara Kruger

1988

Don Norman publishes *The Design of Everyday Things* which brings attention to human-centered design.

1980

Mau begins his career working for the Fifty Fingers design group.



1980s

1990s

1990s

With the rise of computers and design software, artists began creating digital designs.

The Digital Age/
Information Age
Internet boom.



AN INCOMPLETE MANIFESTO FOR GROWTH

1998

Mau writes a book titled “Incomplete Manifesto for Growth” which discusses the design process and sustaining a creative life.

1991

IDEO is founded, an organization that creates products and services based on design thinking and user experience.

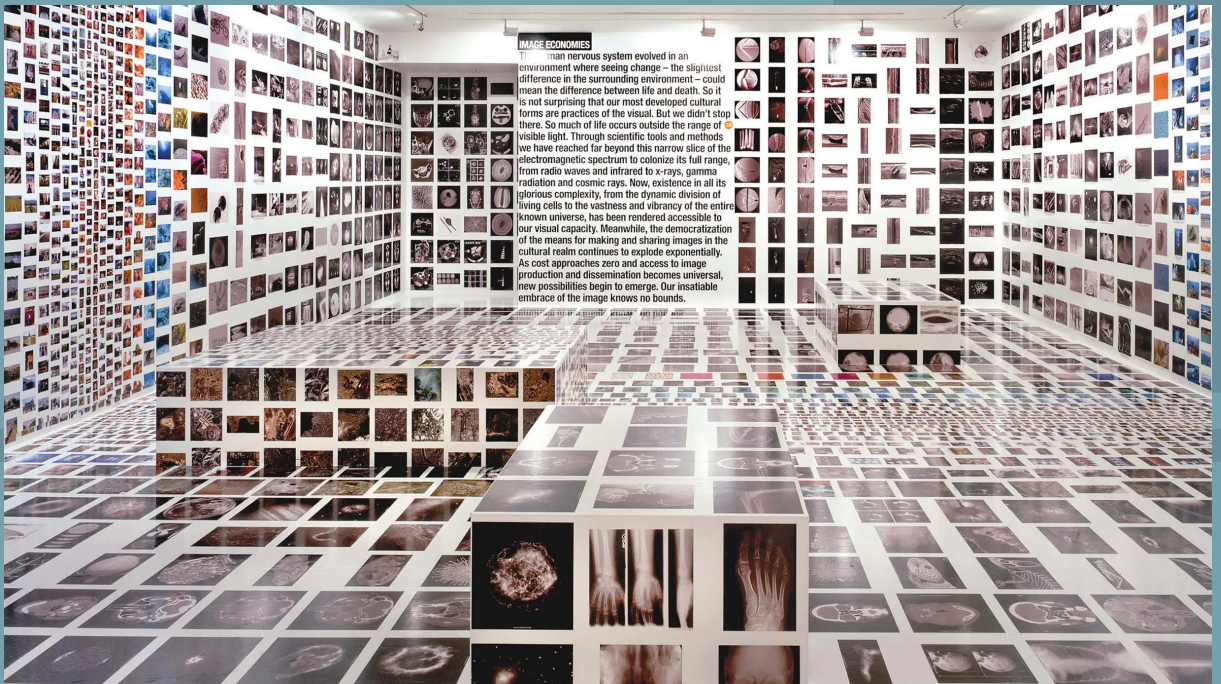


Early 2000s

People begin bringing attention to climate change and Al Gore releases “An Inconvenient Truth” in 2006 which starts discussions amongst the public.

2004

BMD’s “Massive Change” exhibition at the Vancouver Art Gallery which highlights sustainability.



2004

Bruce Mau Studio's iGuateAmala! movement. Designing a better future for Guatemala.



2000s

2000s

2004

Launch of Facebook and the rise of social media.



2007

Bruce Mau becomes an AIGA Medalist.



2007

BMD creates Coca-Cola's "Live Positively" campaign and logo.



Coca-Cola



2010

Bruce Mau leaves BMD to focus on designing for global issues.

Mid-2010's

Major companies begin redesigning their logos to appear “flat” and simpler in response to the rise of social media and digital platforms.

Paris Agreement on Climate Change.



2015

Mau wins the Philadelphia Museum of Art's Colab Design Excellence Award.



2015

BMD redesigns the Sonos logo and redefines their brand identity.



2010s

2020s

2020

Mau founds his current design firm, Bruce Mau Studio.



2020

The Covid-19 pandemic begins.

Typeface: Charter

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