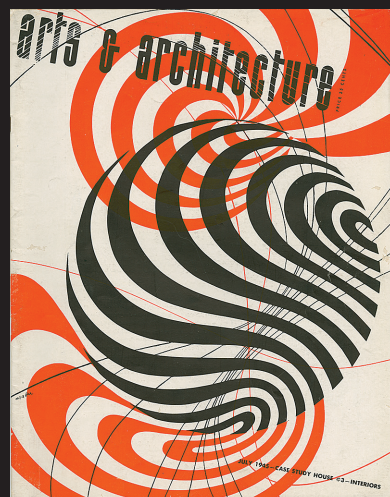


Herbert Matter [1907–1984]. ARTS & ARCHITECTURE COVERS, JULY 1945 AND MAY 1948, EACH 10 x 12 ¾ IN. Matter immigrated to Los Angeles in 1943 to work as a photographer and graphic designer for the Eames Office, where he remained until 1946.⁸ Yet he was possibly influenced more by his native Switzerland than California: he brought with him a modern graphic sensibility distinct from what was going on in Los Angeles at the time. Working at *Arts & Architecture* along with Alvin Lustig (who designed the magazine's logo in 1942) and John Follis, Matter contributed to the magazine's layout and typography and designed the two covers depicted here.



While the peppermint-candy swirls for July 1945 seem in keeping with visual abstractions typical of Matter's European design training, the cactuslike graphic for May 1948 suggests that the forms and shapes of California's natural environment had entered his visual vocabulary. ¶ *Arts & Architecture* played a central role in cultivating a culture of modern design and taste in Southern

California, while putting local architects and architecture on the international map. It also increased consumer demand for products with a modern aesthetic, such as lighting and furniture, and therefore was crucial in establishing a market that would sustain local graphic designers with modern sensibilities and approaches.⁹

