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Jan Tschichold Award 2012

Every year the jury bestows, independently of the books submitted for the competition, the Jan Tschichold Award in memory of the typographer Jan Tschichold, on whose initiative the Swiss book design competition was conceived in 1944. The Federal Department of Home Affairs entrusted the jury 1997 with the task of annually awarding this honour to an individual, a group or an institution for outstanding book design achievement. This year, the Jan Tschichold Award, which is endowed with 15,000 Swiss francs, was awarded to Erich Keiser, a printing specialist from the renowned printing company Odermatt in Dallenwil (canton of Nidwalden), Switzerland.

Erich Keiser, born 1967 in Stans (NW), completed his apprenticeship as letterpress and offset printer in 1987. He joined the printing press Odermatt as a print consultant in 1990; the firm employed approximately fifteen people at the time. In 1993, Erich Keiser became member of the executive board; in 1997, he qualified as marketing sales manager. Together with David and Gerold Odermatt he became a partner of the company in 2005. The printing press today employs around fifty staff and mainly does job printing, periodicals as well as books, brochures and fine art printing. Books and brochures are known as the supreme discipline of the printing trade. Since 1998, Odermatt has been awarded fifty times with a title of The Most Beautiful Swiss Books. With computer to plate and frequency modulated halftone screen, Odermatt has made pioneering achievements. Together with the printing press manufacturers Heidelberg, they developed the 6-colour-printing process. The corresponding *Sixplex* process is a trademark of Odermatt since 2009.