

### **About the Atelier**

The Atelier Dreibholz is a design practice founded in London in 2004 by Paulus M. Dreibholz. Specialising in typographic design the studio works with a variety of clients with a focus on projects in the field of fine art and architecture. The projects' scope ranges from large corporate identities to small brochures and leaflets, which all receive equal care and attention to concept and craft. The studio's design process is based on conceiving and developing every project in close collaboration with the client while employing the methods of constructive critique and respectful dialogue. It is known to pay extraordinary attention to detail and argumentative thought and to apply both rigorously from in the conceptual stages through to delivery or launch of the individual project.

### **Short biography**

Paulus M. Dreibholz is a typographer, designer and educator. Born in Graz, Austria, in 1977 he moved to London in 1998, where, upon completion of his education, he founded Atelier Dreibholz in 2004. Since December 2014 the atelier is based in Vienna. The studio's work has won numerous awards and his projects have been published and exhibited internationally. Dreibholz is Senior Artist at the course for Graphics and Advertising at the University of Applied Arts Vienna. Next to his practical work and teaching commitment, he lectures, writes and publishes contributions about graphic design and design-related subjects.

## Professional Practice

### Atelier Dreibholz London/Vienna

(since 2003)

Please refer to <http://dreibholz.com> for images of projects, more information and contact details.

## Bibliography (selected)

*Novum*, 'Taking Design Seriously', Studio Profile, 2019/04  
Subtext: *Typedesign*, exhibition, Vienna, 2017/04/11  
Subtext: *Typedesign*, exhibition catalogue, Vienna, 2017/04/11  
*grafik.net*, 'Expert Read', London, 2016/04/21  
*Tiroler Tageszeitung*, 'Auch ein Rücken', Innsbruck, 2016/01/24  
*Design Austria Mitteilungen*, 'Ein Bild sagt mehr als 1000 Worte', Vienna, 2015/12  
*Design Austria Mitteilungen*, Vienna, 2014/12  
*Monograms & Ciphers*, Counterprint, 2014/06  
*Graz Outside*, Interview on [www.grazoutside.net](http://www.grazoutside.net), 2014/05/01  
*Design Austria Mitteilungen*, Vienna, 2014/03  
*Design360° N46*, Sandu Publishers, China, 2013/07  
*Design Austria Mitteilungen*, Vienna, 2013/06  
*Design Austria Mitteilungen*, Vienna, 2013/01  
*Wertezeichen Europa*, daily national newspaper, Die Presse, AT, 2012/12/23  
*Numbers in Graphic Design*, book, Laurence King, UK, 2012/10  
*Page 1: Great Expectations*, book, GraphicDesign&, UK, 2012/05  
*I love Franklin Gothic*, book, Spain, Victionary 2012/04  
*Selected C: Graphic Design from Europe*, competition, conference, publication, Spain, 2012/03  
*Kleine Zeitung*, daily newspaper, Austria, 2011/12/23  
*Design Austria Mitteilungen*, Vienna, 2011/12  
*Using Type*, book, England, AVA, 2011/10  
*Excellent International Design Yearbook*, book, China, 2011/06  
*I love DIN*, book, Spain, Victionary 2011/06  
*Critical Graphic Design*, Interviewed by Anna Craemer, 2011/02  
*I love Futura*, book, Spain, Victionary 2010/11  
*Kleine Zeitung*, daily newspaper, Austria, 2010/11/30

*Heute*, national daily newspaper, Austria, 2010/11/29  
*Diagraphics*, book, Maomao, Barcelona, 2010/08  
*slanted.de*, website, Germany, 2010/07  
*blog.eyemagazine.com* /?p=573, website, Eyemagazine, UK, 2010/07  
*De Zines*, exhibition and catalogue, La Casa Encendida, Madrid, 2010/06  
*jotta.com* (interview), UK, 2010/05  
*Design Austria Mitteilungen*, Vienna, 2010/03  
*page-online.de* (website), Hamburg, 2010/03  
*Design and Design Book of the Year*, book, Paris, 2010/02  
*When Central met St. Martins*, exhibition, Lethaby Gallery, UK, 2010/01  
*Letterform Collected*, Grafik, UK, 2009/09  
*Regular Graphic Design*, Gestalten, Berlin, 2009/09  
*1000 Fonts*, Ilex, UK, 2009/06  
*Designers' and Artists' Sketchbooks*, Laurence King, UK, 2009/04  
*Schriften österreichischer Designer*, Design Austria, Vienna, 2009/01  
*Colour in Graphics*, Maomao, UK, 2008/11  
*Fifty Designers' Current Favorite Typefaces*, book, UK, 2008/06  
*Computer Arts*, UK, 2008/06  
*One Hundred at 360 degrees*, Laurence King, UK, 2007/11  
*Book-Art: Innovation in Book Design*, Laurence King, UK, 2007/10  
*Bob*, Graz, Austria, 2005/05  
*Typography is Art is Topography*, exhibition, Guadalajara, Mexico, 2005/04  
*Design Austria Mitteilungen*, Vienna, 2005/03  
*Grafik*, April, June 2004, January, July 2005 and 2006/01  
*Kleine Zeitung*, Graz, Austria, 2004/12/23  
*Tag 8*, publication, University of Applied Arts, Vienna, 2004  
*Austrian Typedesign*, exhibition, Brno, Czech Republic, 2004  
*A Butcher's Hook*, exhibition, London, 2003/06  
*VAIA FilmFestival*, Barcelona, 2003  
*Interactive*, the Internet for Graphic Designers, Rotovision, UK, 2002  
*Futuremap*, exhibition, London, 2002/07

## Lectures/Talks (selected)

'Whaaat?!', Design Austria, Vienna, AT, 2018/05/28  
'Walk the Walk, Talk the Talk', Notre Dame University, Louaize, Lebanon, 2016/04/07

'Ink', Creative Mornings, Vienna, 2015/04/10  
'Form follows ...', Laufweite 5,5km, Weimar, Germany, 2013/04/26  
'Formen Lesen', Dialog der Schrift, Kiel, Germany, 2013/05/24  
'Research and Sketchbooks', lecture at London College Communication, 2012/10/23  
'Formen Lesen - Reading Forms', lecture at The Arts University College at Bournemouth, 2012/02/17  
'Formen Lesen', lecture at Weissraum, Innsbruck, Austria, 2012/09/18  
'Cracking into the Industry', lecture at D&AD/University of Sheffield, 2012/02/08  
'Ansätze einer Auseinandersetzung', lecture at Typo St.Gallen, St.Gallen, 2011/11/19  
'Formen Lesen - Reading Forms', lecture at Martini Arts Club, Moscow, 2011/10/04  
'Positioning', panel discussion at London College of Communication, 2011/03/18  
Presentation of work at Werkplaats Typografie, Arnhem, 2011/03/08  
'Word-play work-play', lecture at London College of Communication, 2011/02/03  
'Designing Communication', lecture at Central Saint Martins College of Art and Design, London, 2010/06/02  
'Word-play work-play', lecture at Notre Dame University, Beirut, Lebanon, 2010/04/29  
'The most beautiful Swiss Books', panel discussion with Rick Poynor, Sarah Gotlieb and Roland Früh at Cafe Oto, London, 2009/10/23  
'Order New Order', lecture at Central Saint Martins College of Art and Design, London, 2009/10/23  
'New Order', lecture at the University of Portsmouth, 2009/04/01  
'Wordplay', lecture at the University of Portsmouth, 2009/03/26  
'ArcheType', lecture at the Technical University Graz, Austria, 2008/05/17  
'Default Conference for Graphic Design and Typography', Vienna, Austria, 2007/01/12  
'"British Typography" von Caslon bis Brody', lecture at the University of Applied Arts Vienna, Austria, 2006/08/06  
'Alphabe(s)t!', workshop at FH-Joanneum Graz, Austria, 2006/05/12  
'Type is Identity', lecture at the Clerkenwell Green Association, London, 2005/06/21

### Teaching (selected)

Senior Artist, Klasse für Ideen,  
University of Applied Arts Vienna,  
2014/12–  
Workshop tutor, Institut für  
Sprachkunst, University of Applied  
Arts Vienna, 2016/04  
Workshop tutor, BA Graphic Design,  
Notre Dame University, Louaize,  
Lebanon, 2016/04  
Associate Lecturer, BA Graphic Design,  
Central Saint Martins College of Art  
and Design, University of the Arts  
London, 2009/09–2014/06  
Lecturer for Typography and Graphic  
Design, University of Applied Arts  
Vienna, 2006/01–2014/11  
Workshop tutor, BA Graphic Design,  
Shenkar College of Engineering, Art  
and Design, Ramat Gan, Israel,  
2013/05  
Sessional Lecturer, BA Graphic Design,  
Ravensbourne College of  
Communication and Design,  
2012/11, 2013/02  
Workshop tutor, BA and MA Graphic  
Design, Notre Dame University,  
Louaize, Lebanon, 2010/05  
Associate Lecturer, MA Communication  
Design, Central Saint Martins  
College of Art and Design,  
University of the Arts London,  
2006/01–2010/07  
Workshop tutor, MA Communication  
Design, London College of  
Communication, University of the  
Arts London, typography workshop,  
2006/01–2008/01  
Workshop tutor, BA (Hons) Graphic  
Design, University of Portsmouth,  
Portsmouth, typography and type  
design workshops,  
2005/10–2005/12  
Associate Lecturer, BA (Hons) Graphic  
and Media Design, Typography  
Pathway, London College of  
Communication, University of the  
Arts London, typography and  
graphic design seminars and  
project supervision, Typography-  
and type design workshops  
2004/02–2005/06

### Awards

Most Beautiful Austrian Books Award  
2020, *Stressing Wachsmann*  
Joseph Binder Award, *Scharoun  
Notation Script* (Typedesign –  
Distinction)  
LIA Award 2017, *Scharoun Notation  
Script* (Design: Use of Typography –  
Silver Winner)  
Art Directors Club Germany 2017  
Bronze, *Scharoun Notation Script*,  
typeface

The One Show Award 2017 Merit,  
*Scharoun Notation Script*, typeface  
Tokyo TDC Annual Awards 2017  
shortlisted/catalogue, *Sliver Lecture  
Series* poster  
Premier Award at the 2014 1STD  
Awards, *The Time Machine*  
Certificate of Excellence at the 2014  
1STD Awards, *Unbuildable Tatlin?!*  
DAM Architecture Book Award 2013,  
Deutsches Architekturmuseum,  
*Unbuildable Tatlin?!*  
Austrian National Book Design Award  
2012, *Unbuildable Tatlin?!*  
Most Beautiful Austrian Books Award  
2012, *Unbuildable Tatlin?!*  
Best British Book Design Award 2012,  
*(re)visiting–(re)inventing Buro 2*,  
nominated in the category  
*Photographic Books and  
Monographs*  
Most Inspiring Architecture Books in  
Belgium Award 2012, *(re)visiting–  
(re)inventing Buro 2*, nominated  
Two Certificates of Excellence at the  
2011 1STD Awards  
Silver Award at the German Design  
Award 2012, for AL 4, 5, 6 posters  
Best British Book Design Award 2010,  
*Unfold* nominated in the category  
*Environment*  
100 Beste Plakate Deutschlands,  
Österreichs und der Schweiz 2009  
(The One-hundred Best Posters in  
Germany, Austria and Switzerland  
2009)  
Two Certificates of Excellence at the  
2009 1STD Awards  
Creative Futures, award, Runner-up,  
category: Typography, UK,  
2005/10  
1STD TypoGraphic Premier Award, UK,  
2004/11

### Further activities (selected)

External academic verifier, BA Graphic-  
and Information Design, New  
Design University Sankt Pölten, AT,  
2019/06  
*a\_social media* (initiator and co-  
organiser), exhibition on the theme  
of social media, AT, 2018/06  
*Reading Form* (author), publication  
promoting consciouss design,  
edited by Roland Früh, UK, 2016/01  
*Formen Lesen* (author), publication  
promoting consciouss design,  
edited by Roland Früh, UK, 2011/04  
*Matters* (editor), a publication about  
issues regarding postgraduate  
design education, UK, 2010/05  
Internal academic verifier, MA  
Contemporary Typographic Media,  
London College of Communication,  
UK, 2010/03

Matters, idea and organisation of a  
conference about issues regarding  
postgraduate design education,  
London, 2009/06/22  
International Society of Typographic  
Designers Student Assessment, jury  
member, UK, 2010–2014  
*Lead between the lines* (editor),  
publication about typographic  
research undertaken on the  
MA Communication Design,  
Typography and Language platform  
group, 2005