

# Wiedemann Lampe

## NEWS RELEASE

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### ***Own a piece of graphic design history: Rare and unseen work by design icon Otl Aicher goes on display (and sale) during London Design Festival***

**SHOREDITCH, LONDON** A treasure trove of rare work from graphic design icon Otl Aicher is going on display during the London Design Festival this month. It will be accompanied by a sale of posters from all stages of his life's work - an unprecedented chance to own a piece of graphic design history.

Curated by brand consultancy Wiedemann Lampe, the exhibition 'Otl Aicher: The Legacy Archive' will showcase unique pieces and rare versions of some of his most groundbreaking work, including an original typeface proposal for his Munich Olympics visual identity and a hand mock-up of the brand guidelines for German national broadcaster ZDF. These can be viewed alongside previously unseen posters and graphic studies, at the new Wiedemann Lampe office and gallery space on Hoxton Square, London.

A German graphic designer best known for creating the visual identity of the 1972 Olympics, including its iconic pictograms and colour system, Otl Aicher had a huge influence on modern graphic design. He co-founded and taught at the Ulm School of Design, a post-war institution that shaped design education across the world. Championing functionalist and modernist principles, it was underpinned by an ethical and holistic approach that still resonates today.

In later years, Aicher moved to the German village of Rotis, where he lived and worked on a four-hectare estate, establishing a studio enclave for his family and a wider community of professionals involved in visual communications.

Following his death in 1991, much of Aicher's archive was entrusted to the HfG Archiv Ulm which documents the history of the Ulm School of Design, yet a significant personal collection of work remained at Rotis. It was looked after by family members until recently, when they decided to move and sell the estate's remaining work. With Wiedemann Lampe appointed as custodians, the personal legacy design archive includes test prints, form studies and mock-ups that offer unique insight into the working practices of a designer who found the perfect balance between function and form, the rational and emotional.

Benji Wiedemann, Executive Creative Director and co-founder at Wiedemann Lampe, says: *"Aicher's design practice is timeless, still uniquely relevant and inspiring. His work was a masterclass in rationalism and reduction, but always brought to life through emotive visual expression. Where lots of rationalism can feel cold and unapproachable, Aicher's designs always had an incredible sense of soul. To get up close with his working process, the literal cut and paste of his creations, is quite exciting."*

'Otl Aicher: The Legacy Archive' takes place during London Design Festival (13<sup>th</sup>-21<sup>st</sup> September) and Shoreditch Design Triangle, with a presale on the 12th September, with prices starting from £100.

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### **About Wiedemann Lampe**

Wiedemann Lampe is a strategic brand and business consultancy with a strong focus on creating cultural impact at scale. We harness the unifying force of brand to bring people together and inspire change from the inside out. Our clients include Natural History Museum, Louvre Abu Dhabi, Royal Botanic Gardens Kew, New York State Park and Fine Arts Museums San Francisco among others.

Located on Hoxton Square, the ground floor of our studio is a dedicated gallery space celebrating the culture-shifting power of design. It serves as a space for inspiration, dialogue, and exchange.