

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 any project in close collaboration with the client and 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 and graphic designer. Born in Graz, Austria, in 1977 he moved to London in 1998, where, upon completion of his education in graphic design, he founded Atelier Dreibholz in 2004. Since December 2014 he is based in Vienna. His 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 in Vienna. Next to his practical work and teaching commitment in Vienna, he lectures, writes and publishes contributions about graphic design and design-related subjects.

Selected client list

AVA Publishers, Barbara Casasola, Bookworks, Buro 2, CCW London, Central Saint Martins College of Art and Design, Chris Wainwright, Coombe Architecture, CoopHimmelb(l)au, European League of Institutes of the Arts, FormContent, Goldsmiths University, Hisk - Higher Institute for Fine Arts, Imperial War Museum, Institute of Architecture Vienna, Johannes Kaufmann Architecture, The Biennale Office Austria, The Free Art Fair, University of Applied Arts Vienna, ...

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)

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, 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
Diagnographics, 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)

'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**
- 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 ISTD Awards, *The Time Machine*
- Certificate of Excellence at the 2014 ISTD 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 ISTD 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 ISTD Awards
- Creative Futures, award, Runner-up, category: Typography, UK, 2005/10
- ISTD TypoGraphic Premier Award, UK, 2004/11
- Further activities** (selected)
- 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
- 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