

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
Wertzichen 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
Diagonals, 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, 2005/06/12

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

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 conscious design,
edited by Roland Früh, UK, 2016/01

Formen Lesen (author), publication
promoting conscious 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