

Haller Brun is an Amsterdam-based graphic design studio run by Sonja Haller and Pascal Brun who cut their teeth in some of the most renowned studios in the Netherlands. Haller worked alongside Irma Boom and Brun at Thonik. In 2011 they went independent, opening their own studio where they now work in the fields of art, culture and commerce. Today their studio enjoys a reputation for refined book and identity design – several of their projects have won prestigious awards. Originally from Switzerland, the work of Haller Brun is characterised by a combination of the Swiss tradition for precision and typography with Dutch directness and playfulness. It is rooted in a deep understanding of its content and based on an appropriate and strong concept. Their visual solutions are clear and effective and always refined and carefully crafted.

#### Clients (selection)

010 Publishers, Rotterdam  
 A10 Magazine (new european architecture), Amsterdam  
 Academy of Architecture Amsterdam  
 Antalis Nederland  
 Stichting Archiprix, Rotterdam  
 Architectura & Natura Publishers, Amsterdam  
 Architecture Observer, Amsterdam/Montreal  
 Bracket Magazine, USA  
 Stichting Best Verzorgde Boeken, Amsterdam  
 Boekmanstichting, Amsterdam  
 Studio Claudy Jongstra, Húns  
 Connecting the Dots, Amsterdam  
 Design Academy Eindhoven  
 Design Museum Den Bosch  
 Experimenta, Madrid  
 Farm of the World, Leeuwarden  
 Jasper Krabbé, Amsterdam  
 Lawson Luiten, Schuinesloot  
 Lecturis Publishers, Eindhoven  
 Municipality of Amsterdam  
 Museum Rietberg, Zurich  
 nai010 publishers, Rotterdam  
 Octavo publicaties, Amsterdam  
 Post NL, The Hague  
 Powerhouse Company, Rotterdam  
 Sternberg Press, Berlin  
 Valiz Publishers, Amsterdam  
 Van Abbemuseum, Eindhoven  
 XML, Amsterdam

#### Exhibitions

Gemaakt in Nederland – Modern Dutch Posters, Saint Petersburg, RU, 2018  
 Cellophane, Belli Gallery, Milan, IT, 2018  
 Wat nu, Koetsier...?, Amsterdam, NL, 2017  
 Best Dutch Book Design, Stedelijk Museum Amsterdam, NL, 2017  
 Best Dutch Book Design, Stedelijk Museum Amsterdam, NL, 2016  
 Best Dutch Book Design, Stedelijk Museum Amsterdam, NL, 2015  
 Views, Kunsthalle Luzern, CH, 2015  
 Fedrigoni Club Showroom, Madrid, ES, 2015

#### Publications

1968–2018 – 50Y ADCN, ADCN, 2018, p. 38  
*Days 2017*, Kalenderboek Stichting Print, 2017, pp. 26–27  
*Elke keer opnieuw op zoek*, Print Matters, spring 2017, pp. 56–58  
 Esther Krop, *Haller Brun over papier*, at: <https://www.monsterkamer.nl/2017/02/01/haller-brun-papier/>, 01/02/2017  
*Een uitnodiging voor een natuurwandeling*, Collect, Nr. 90, winter 2016, pp. 8–9  
 Akiko Wakabayashi, *Boom +*, de Buitenkant, Case, 2015, pp. 51–60  
 Pierluigi Cattermole & Pia Minchot, *An Experimenta magazine designed in Amsterdam by Haller Brun*, Experimenta No 69, 2015, pp. 10–15  
 Christina Hwang et al., *Art in Book Vol. 2*, SendPoints Publishing Co., 2015, pp. 94–95  
 Daniel Fernández-Cañadas, *DOT.com*, TENMAG No 190, 2014, p. 38  
 R. Klanten et al., *Fully Booked*, Die Gestalten, 2013, p. 192  
 Pao Lien Djie, *Postzegelland in de Bosatlas*, Items Design Magazine, 3-2012, p. 19  
*De stand van het land*, Collect, Nr. 72, summer 2012, pp. 18–19

#### Awards

Best Photobook Award, PHotoESPAÑA 2018, shortlisted, *Marjan Teeuwen, Destroyed House*  
 German Design Award 2019, Nominee, *In need of... Graduation 2016, Design Academy Eindhoven*  
 Best Dutch Book Design, 2017 *Marjan Teeuwen, Destroyed House*  
 German Design Award 2018, Nominee, *Parliament*  
 ADG Laus Award 2017, Gold, *Parliament*  
 ADG Laus Award 2017, Silver, *In need of... Graduation 2016, Design Academy Eindhoven*  
 European Design Award 2017, Silver, *Parliament*  
 European Design Award 2017, Nominee, *In need of... Graduation 2016, Design Academy Eindhoven*  
 D&AD Professional Awards 2017 Wood Pencil winner *Parliament*  
 Best Dutch Book Design, 2016 *In need of... Graduation 2016, Design Academy Eindhoven*  
 Best Dutch Book Design, 2015 *Jasper Krabbé. Portraits*  
 Best Dutch Book Design, 2014 *Whispers. Ulay on Ulay*  
 Lucky Strike Junior Designer Award Nominee, 2003

#### Lectures/workshops/jury

External examiner, Graphic Design Arnhem, ArtEZ University of the Arts, Arnhem, 2018  
 D&AD judge, book design, London, UK, 2018  
 Workshop with students from Boston University, Amsterdam, NL, 2018  
 Visiting Lecture, Falmouth University, UK, 2017



**Sonja Haller \*1977**

*From 10/2011*

Studio Haller Brun, Amsterdam, NL

*06/2009 – 09/2011*

Sonja Haller – Graphic Design,  
Amsterdam, NL

*06/2004 – 05/2009*

Designer at Irma Boom Office,  
Amsterdam, NL

*04/2004 – 05/2004*

Internship at Solar Initiative,  
Amsterdam, NL

*11/2003 – 03/2004*

Junior Designer at Lars Müller  
Publishers, Baden, CH

*2003*

Diploma Designer FH, Lucerne School  
of Art and Design, Lucerne, CH

*04/2002 – 10/2002*

Internship at Lars Müller Publishers,  
Baden, CH

*1999 – 2003*

Visual Communication, Lucerne School  
of Art and Design, Lucerne, CH

*1998 – 1999*

Preliminary Design Course, Lucerne School  
of Art and Design, Lucerne, CH

*1994 – 1998*

Gymnasium, Wettingen, CH



**Pascal Brun \*1974**

*From 10/2011*

Studio Haller Brun, Amsterdam, NL

*05/2006 – 09/2011*

Senior Designer at Thonik,  
Amsterdam, NL

*11/2004 – 04/2006*

Junior Designer at Koeweiden  
Postma, Amsterdam, NL

*04/2004 – 10/2004*

Internship at Vandejong,  
Amsterdam, NL

*2003*

Diploma Designer FH, Lucerne School  
of Art and Design, Lucerne, CH

*04/2002 – 08/2002*

Internship at Thonik, Amsterdam, NL

*1999 – 2003*

Visual Communication, Lucerne School  
of Art and Design, Lucerne, CH

*1994 – 1998*

Polydesigner 3d, Bern, CH

*1993 – 1994*

Preliminary Design Course, Bern University  
of the Arts, Bern, CH