

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
 Fokkema & Partners, Delft
 Jasper Krabbé, Amsterdam
 Kunstmuseum Den Haag
 Lawson Luiten, Schuinesloot
 Lecturis Publishers, Eindhoven
 Mondriaan Fund, Amsterdam
 Municipality of Amsterdam
 Museum Rietberg, Zurich
 nai010 publishers, Rotterdam
 Octavo publicaties, Amsterdam
 Post NL, The Hague
 Powerhouse Company, Rotterdam
 Stedelijk Museum Schiedam
 Sternberg Press, Berlin
 TU Delft
 Valiz Publishers, Amsterdam
 Van Abbemuseum, Eindhoven
 XML, Amsterdam

Exhibitions

Best Dutch Book Designs, Stedelijk Museum Amsterdam, NL, 2019
 Best Dutch Book Designs, Stedelijk Museum Amsterdam, NL, 2018
 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 Designs, Stedelijk Museum Amsterdam, NL, 2017
 Best Dutch Book Designs, Stedelijk Museum Amsterdam, NL, 2016
 Best Dutch Book Designs, Stedelijk Museum Amsterdam, NL, 2015
 Views, Kunsthalle Luzern, CH, 2015
 Fedrigoni Club Showroom, Madrid, ES, 2015

Publications

Lin Shijian, *Art in Book Form*, SendPoints Publishing, 2018, pp. 166–167
 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
 Sundae Li, *Art in Book Vol.2*, SendPoints Publishing, 2015, pp. 94–95
 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

Most Beautiful German Books 2020
 Best Dutch Book Designs, 2019
 D&AD Awards 2019, Shortlist
 Best Dutch Book Designs, 2018
 Best Photobook Award, PHotoESPAÑA 2018
 German Design Award 2019, Nominee
 Best Dutch Book Designs, 2017
 German Design Award 2018, Nominee
 ADG Laus Award 2017, Gold
 ADG Laus Award 2017, Silver
 European Design Award 2017, Silver
 European Design Award 2017, Nominee
 D&AD Professional Awards 2017, Wood Pencil
 Best Dutch Book Designs, 2016
 Best Dutch Book Designs, 2015
 Best Dutch Book Designs, 2014
 Lucky Strike Junior Designer Award 2003, Nominee

Lectures / workshops / juries

Jurymember (Communication), Dutch Design Awards, Eindhoven, 2020
 Workshop exhibition design, TU Delft, Urban Architecture, Delft, 2020
 Workshop editorial design, Faculty of Design, Augsburg University of Applied Sciences, Augsburg, 2019
 Creative Communication Award (C2A), judge, USA, 2019
 Workshop temporary master program *The Commoners' Society*, Sandberg Instituut, Amsterdam, NL, 2019
 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