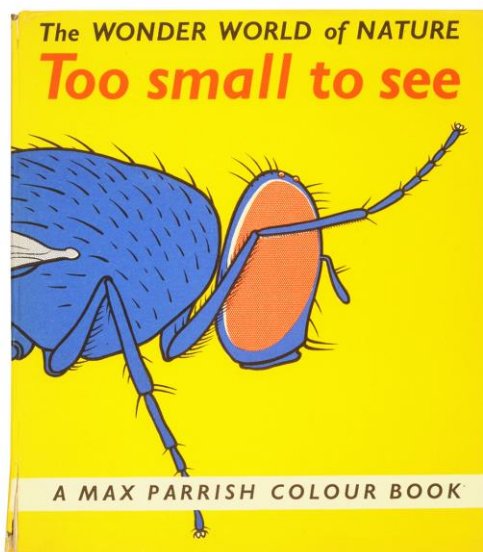
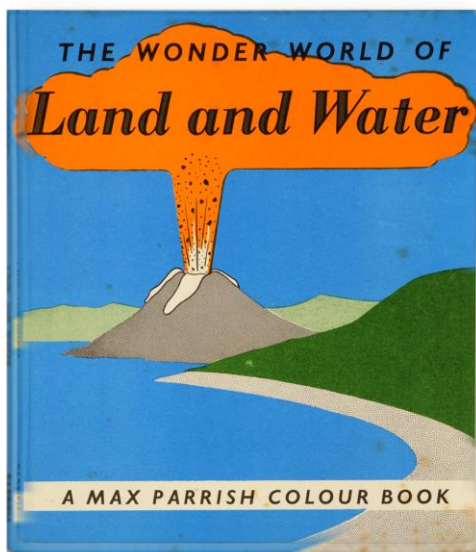
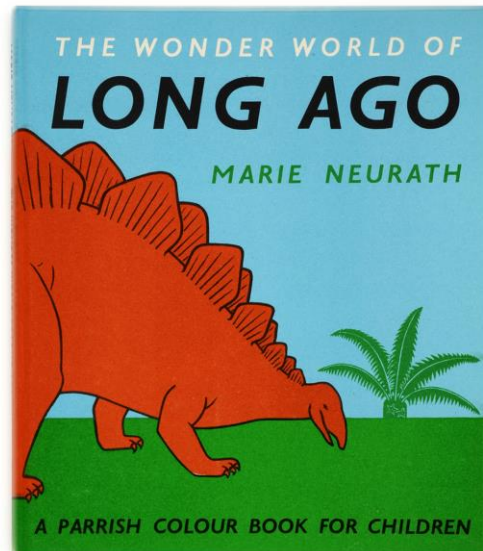
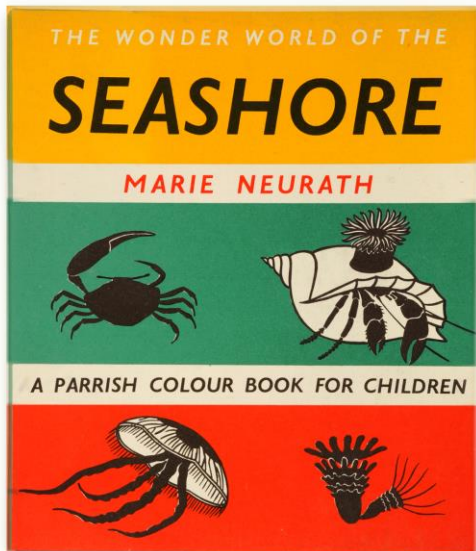


Ground-breaking graphic design that transformed children's learning



On 19 July, House of Illustration will open an exhibition dedicated to the pioneering graphic designer and science educator Marie Neurath.

From the 1940s to the 1970s, Neurath led a team of researchers, artists and writers at the Isotype Institute to produce over 80 illustrated children's books, half of which are dedicated to science education. At a time when most women were expected to raise children, Neurath instead set about educating them, transforming complex science into striking infographics and diagrams to be easily understood by those of all ages.

Marie Neurath: Picturing Science will demonstrate this process of transformation, from early ideas for picture books, research documents and initial sketches to final page spreads and bold book covers.

The exhibition will include original designs for *The Wonder World of Land and Water* as well as a newly digitised film strip created by the Isotype Institute for use in schools.

Marie Neurath: Picturing Science is co-curated by Sue Walker and Eric Kindel at the Otto and Marie Neurath Archive at the University of Reading and Katie Nairne at House of Illustration.

University of Reading co-curator Sue Walker, says: Marie Neurath was an extraordinary graphic designer whose innovative books for children showed and explained complex concepts in ways that could be easily understood. We are delighted to collaborate with House of Illustration in this exhibition of her books that ‘picture’ science and technology. Displayed alongside is material showing the design process followed by Marie Neurath and her team.

House of Illustration co-curator, Katie Nairne, says: Marie Neurath’s ground-breaking approach to communicating complex information through pictures has had a huge impact on contemporary design and infographics and deserves much greater acclaim than it currently receives. We are delighted to be able to share some of the University of Reading’s extensive archive in order to celebrate this pioneering woman and shed light on her innovative methods.

FOR PRESS ENQUIRIES

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Download high-resolution images from this [Dropbox](#).

IMAGE CREDITS

Cover for *The Wonder World of the Seashore*, with permission of Otto and Marie Neurath Isotype Collection at University of Reading

Cover for *The Wonder World of Long Ago*, with permission of Otto and Marie Neurath Isotype Collection at University of Reading

Cover for *The Wonder World of Land and Water*, with permission of Otto and Marie Neurath Isotype Collection at University of Reading

Cover for *The Wonder World of Nature: Too small to see*, with permission of Otto and Marie Neurath Isotype Collection at University of Reading

LISTINGS INFORMATION

[Marie Neurath: Picturing Science](#)

19 July – 3 November 2019

House of Illustration, 2 Granary Square, King’s Cross, London N1C 4BH

020 3696 2020, houseofillustration.org.uk, [facebook.com/houseofillustration](https://www.facebook.com/houseofillustration), [@illustrationHQ](https://www.instagram.com/illustrationHQ)

Open Tuesday-Saturday 10am-5.30pm, Sunday 11am-5.30pm. Closed Monday.

One ticket gives admission to all three galleries (£8.80). Exhibitions currently on:

[Posy Simmonds: A Retrospective](#) (until 15 September 2019)

[YiMiao Shih: Rabbrexit Means Rabbrexit](#) (until 14 July 2019)

[Quentin Blake: Foam the Studio](#)

NOTES TO EDITORS

This exhibition is produced in partnership with the University of Reading and Design Science and supported by the Arts & Humanities Research Council. It is part of ‘Transforming science for young people: Marie Neurath and Isotype books for children’, a project aiming to find new audiences for the approach to science communication taken by Marie Neurath. It is also part of Insiders/ Outsiders, a nationwide arts festival taking place from March 2019 to March 2020 to celebrate refugees from Nazi Europe and their contribution to British culture.

Marie Neurath (née Reidemeister) was born in Germany in 1898 and moved to Austria in 1925 where she worked as an assistant and ‘transformer’ (designer) at Otto Neurath’s Social and Economic Museum of Vienna. After the February Uprising in Austria in 1934, they moved to The Hague, but were forced to flee again in 1940 when the Nazis invaded the Netherlands. Marie and Otto Neurath came to England, were married and founded the Isotype Institute. After Otto’s death in 1945, Marie continued to work with a small number of assistants until her retirement in 1971. She died in 1986.

Isotype (International system of typographic picture education) was a method for assembling, configuring and disseminating information and statistics through pictorial means. Initiated by Otto Neurath in 1920s Vienna, its basic elements are pictograms – simplified pictures of people or things, designed to function as repeatable units. Isotype was used to visually communicate multiple topics, including science education for children.

The Otto and Marie Neurath Isotype Collection at the University of Reading is the most comprehensive archive of the work of Isotype. It documents methods of designing and disseminating data that have played a major role in twentieth-century graphic design thinking. Given to the University of Reading by Marie Neurath in 1971, the Isotype Collection includes documents, correspondence, published works, and artefacts relating to the history, principles, working methods, and products of Isotype, from its beginnings in 1920s Vienna through to its later incarnations in The Hague, Oxford and London. www.research.reading.ac.uk/picturingscience/

House of Illustration is the UK's only public gallery dedicated solely to illustration and graphic art. Founded by Sir Quentin Blake it opened in July 2014 in King's Cross, London. Its exhibition programme explores both historic and contemporary illustration and the work of defining and emerging illustrators, amplified by a vibrant programme of talks and events. A registered charity, House of Illustration supports and promotes new talent, commissions new work and has a pioneering learning programme delivered by professional illustrators. www.houseofillustration.org.uk

Design Science creates design solutions that encourage behaviour change by advancing communication in science, healthcare and education. Founded in 2011 in response to a lack of design applied to science communities, Design Science aims to improve understanding and awareness by both lay audiences and subject specialists. www.designscience.org.uk

Arts and Humanities Research Council funds world-class, independent researches in a wide range of subjects, from history and archaeology to philosophy and languages. AHRC also funds more contemporary research including the design and effectiveness of digital content and the impact of artificial intelligence. www.ahrc.ukri.org

Insiders/Outsiders is a nationwide arts festival celebrating refugees from Nazi Europe and their contribution to British culture. The festival coincides with the 80th anniversary of the outbreak of the Second World War and runs from March 2019 until March 2020. It brings together exhibitions, concerts, dance and theatre performances, film screenings, walks, lectures and poetry readings in cultural institutions across the UK. www.insidersoutsidersfestival.org



Design Science

