

# Museum für Gestaltung Zürich

## Publications 2018–2020

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## En Vogue Poster Collection 32

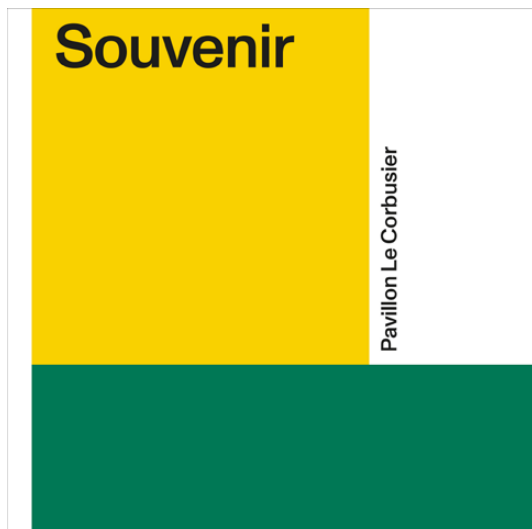


Museum für Gestaltung Zürich /  
Bettina Richter (ed.)  
Lars Müller Publishers, 2020  
Design: Integral Lars Müller  
Softcover  
96 pages  
130 color illustrations  
16,5 × 24 cm  
978-3-03778-641-3  
German / English

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Advertising creates dream worlds, yet always simultaneously bears witness to its era. Both these tendencies are exemplified in fashion posters. Moving beyond the latest modish trends and beauty ideals, fashion posters reflect moral codes and social conditions. Fashion posters from past and present are lifestyle propositions; they tell stories, seduce and shock. Playing with convention and provocation, bodies are sometimes lavishly veiled and disguised, sometimes sensually staged. At times consumers are only indirectly encouraged to shop. A button or a coat collar as a pars pro toto illustrate product quality in historical posters. Overtly erotic ostentation contrasts with poetic allusions that are for example the hallmark of highly aesthetic Japanese fashion posters. Androgynous models and less normative images of men and women in the advertising industry mark the dawn of a new era that entails constantly balancing aspirations to individuality against a sense of collective belonging. *En Vogue* brings together fashion advertising spanning roughly a hundred years, reflecting the cultures and periods in which it was created.

## Souvenir Pavillon Le Corbusier



Christian Brändle; Museum für Gestaltung  
Zürich (ed.)

Museum für Gestaltung Zürich, 2020

Design: Herendi Artemisio

Softcover

64 pages

58 color and b/w illustrations

16,5 × 16,5 cm

978-3-907265-15-4 English

978-3-907265-14-7 German

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The Pavillon Le Corbusier in Zurich is the last building by this important architect and his only design in steel and glass. The compact exhibition house combines many of the groundbreaking ideas that Le Corbusier advocated in his extensive practice. *Souvenir* follows the trail of this creative legacy, looking back and into the newly renovated building—a piece of the Pavillon Le Corbusier to take home as a memento.

## Le Corbusier and Zurich

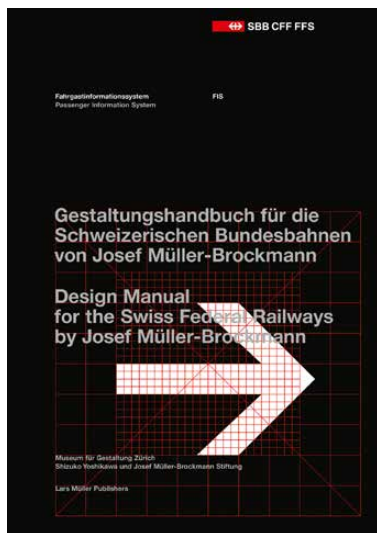


Bruno Maurer, Arthur Rüegg;  
Museum für Gestaltung Zürich (ed.)  
Museum für Gestaltung Zürich, 2020  
Design: Herendi Artemisio  
Softcover  
48 pages  
48 color and b/w illustrations  
16,5 × 16,5 cm  
978-3-907265-13-0 English  
978-3-907265-12-3 German

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**Zurich was a key point of reference for Le Corbusier and the most important platform from which his ideas would spread worldwide. Attesting to the city's importance in this regard are the Pavillon Le Corbusier for his gallerist Heidi Weber, in addition to unrealized large-scale projects, honorary doctorates, and solo exhibitions at the Kunsthaus, several lectures, and his *Œuvre complète*. *Le Corbusier and Zurich* traces this suprisingly productive relationship.**

# Passenger Information System Design Manual for the Swiss Federal Railways by Josef Müller-Brockmann



Museum für Gestaltung Zürich / Shizuko  
Yoshikawa und Josef Müller-Brockmann  
Stiftung (ed.)

Lars Müller Publishers, 2019

Design: Josef Müller-Brockmann;

Integral Lars Müller

Softcover

222 pages

320 color illustrations

21 × 29,7 cm

978-3-03778-610-9

German / English

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In 1980 Josef Müller-Brockmann created a key component for a uniform visual identity of the Swiss Federal Railways (SBB) with his legendary *Visual Information System for Railway Stations and Stops*. In view of Switzerland's multilingualism, the concept, which was developed in dialog with SBB's chief architect Uli Huber, proposes a signage system that largely dispenses with language. Composed of a vast library of pictograms it is intuitively comprehensible and still dominates the railways' visual identity today.

Müller-Brockmann's manual, greatly expanded in 1992 and given the title *Passenger Information System*, is a prime example of a complex design project that has succeeded due to its extreme rationality and consistency. It thus serves as a compass for designers worldwide in their daily work. This reprint contains an English translation, making the manual accessible for the first time to a broader public. Andres Janser examines the project in the context of Müller-Brockmann's conceptual work and the systematic international design for which railways everywhere were striving during the period.

## Stop Motion Poster Collection 31



Museum für Gestaltung Zürich /  
Bettina Richter (ed.)  
Lars Müller Publishers, 2019  
Design: Integral Lars Müller  
Softcover  
96 pages  
137 color illustrations  
16,5 × 24 cm  
978-3-03778-601-7  
German / English

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The medium of the poster is distinguished by displaying messages combining images and text on a static, two-dimensional surface. Designers have, however, always toyed with extending the plane by adding a third dimension, whether spatial or temporal, in order to fool the eye. *Stop Motion* examines the myriad creative approaches to suggesting movement, recession into depth, dynamics, and rhythm. Perspectival narrowing and plastically rendered motifs are among the traditional stylistic means used in painterly and illustrative posters. Borrowings from Op Art or psychedelic art perplex the eye. In photographic posters, techniques such as blurring or time exposure are used to cause an image to vibrate. But sophisticated printing techniques can also broaden the possibilities of visual expression.

*Stop Motion* reveals that poster designers have in fact traditionally sought to incorporate the aspect of movement. Moreover, the works assembled in the publication show that—with the exception of the current animated poster trend—the simulation of movement and three dimensions is always the result of a conscious design decision motivated by the respective content.

## Mon univers Le Corbusier's World of Objects

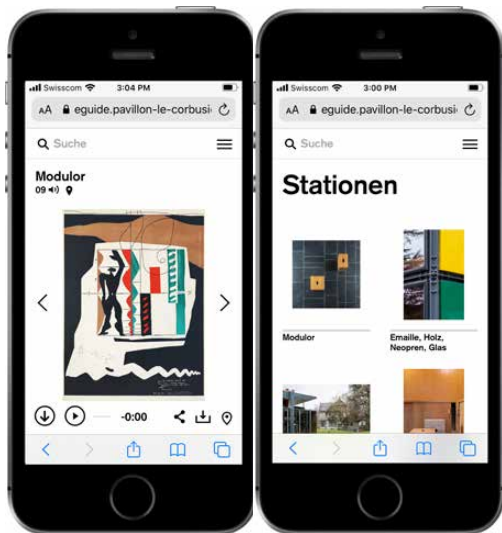


Arthur Rüegg; Museum für Gestaltung  
Zürich (ed.)  
Museum für Gestaltung Zürich, 2019  
Design: Herendi Artemisio  
Softcover  
48 pages  
32 color and b/w illustrations  
16,5 × 16,5 cm  
978-3-907265-11-6 English (out of stock)  
978-3-907265-10-9 German (out of stock)

**Le Corbusier's homes and workplaces were cabinets of curiosities filled to the brim with works of art, African masks, Serbian vases, industrial glassware, bleached bones, and strangely veined stones. This bewildering hodgepodge of items documents the famous architect's own special way of appropriating the world around him through objects and images.**

**Published on the occasion of the exhibition *Mon univers* at the Pavillon Le Corbusier in Zurich, this publication shows a selection from the extensive collection of originals preserved by the Fondation Le Corbusier in Paris. It focuses on identifying the items, allocating them to the various creative phases of Le Corbusier's career, and localizing them in the various settings in which he lived.**

## eGuide Pavillon Le Corbusier



Museum für Gestaltung Zürich (ed.)  
Museum für Gestaltung Zürich, 2019  
Texts by Arthur Rüegg  
90 color illustrations  
Design: Stillhart Konzept und Gestaltung GmbH  
German / English / French

[eguide.pavillon-le-corbusier.ch](http://eguide.pavillon-le-corbusier.ch)

The eGuide to the Pavillon Le Corbusier takes visitors on a journey of discovery in 18 stations, using visuals, text, and sound to convey background information and interesting facts about the building and its significance in Le Corbusier's oeuvre. Details on the construction, the materials selected, and the color scheme provide multifaceted insights into the architect's last building—from the cloud-shaped door handle in the entrance area to the cable conduits in primary colors, from the harmoniously laid slates to the curved railing on the roof terrace.



## Revisiting Black Mountain



Zürcher Hochschule der Künste,  
Museum für Gestaltung Zürich (ed.)  
Zürcher Hochschule der Künste, 2019  
Design: Weicher Umbruch  
Softcover  
212 pages  
162 color and b/w illustrations  
22 × 17 cm  
978-3-73578-742-2  
German

This publication documents the exhibition and event *Revisiting Black Mountain*, which took place from April 19 to June 3, 2018, with over forty projects, exhibitions, performances, and lectures by students, teachers, and researchers at Zurich University of the Arts.

## Social Design Participation and Empowerment



Museum für Gestaltung Zürich /  
Angeli Sachs (ed.)  
Lars Müller Publishers, 2018  
Design: Integral Lars Müller  
Softcover  
192 pages  
242 color illustrations  
16,5 × 24 cm  
978-3-03778-570-6 English  
978-3-03778-571-3 German (out of stock)

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**Social design is design for society and with society. As social innovation and on the basis of dialogue and participation, social design strives for a new networking of the individual, civil society, government, and the economy. Social design is thus a response to a global growth economy and its consequences for humans and the environment: The means of production and resources are becoming scarcer, setting off discussions about the need to redesign social systems and living and working environments.**

**Architects and designers have always played a vital role in shaping this social culture. *Social Design* thus presents a long-overdue survey of current international positions of interdisciplinary breadth, ranging from new infrastructures to the re-conquest of cities by their inhabitants. Some twenty-five projects in the areas of urban space and landscape, housing, education and work, production, migration, networks, and the environment are framed by three research studies that trace the historical roots and foundations of social design and look at today's theoretical discourse as well as future trends.**

## Protest. The Aesthetics of Resistance



Basil Rogger, Jonas Voegeli, Ruedi Widmer /  
Museum für Gestaltung Zürich (eds.)  
Lars Müller Publishers, 2018  
Design: Meret Fischli, Silvan Possa  
Softcover  
416 pages  
320 color illustrations  
16 × 24 cm  
978-3-03778-560-7 English  
978-3-03778-559-1 German

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**“Make Love Not War,” “Soyez réalistes, demandez l’impossible,” “Keine Macht für Niemanden,” “We are the 99%”:** The last decades have been accompanied by a constant flow of resistant statements and methods in view of the prevailing conditions. When something is able to reach from the margins of society into its very center, it forges ahead in the form of a protest. It masterfully and creatively draws on contemporary signs and symbols, subverting and transforming them to engender new aesthetics and meanings, thereby opening up a space that eludes control.

Illustrated with expressive photographs and posters, *Protest.* considers social, culture-historical, sociological and political perspectives as well as approaches that draw on visual theory, popular culture and cultural studies. In the process, the book takes into account in particular such contemporary developments as the virtualization of protest, how it has been turned into the fictional and its exploitation in politics by power holders of all shades.

# The Happy Collector A Card Game for Design Lovers / Das Design-Quartett



Museum für Gestaltung Zürich  
av edition, 2018  
Design: Weicher Umbruch  
56 Cards in a collar box  
52 color illustrations  
7,5 × 10,3 cm  
978-3-89986-276-8  
German / English

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How many cubic meters does the little Michelin man actually take up? What insurance value does the potato peeler Rex have and how fragile is Sophie Taeuber-Arp's Dr. Komplex? The designer pack of cards *The Happy Collector* shows 52 objects from the design and decorative arts collection at the Museum für Gestaltung Zürich, selected by the curators Renate Menzi and Sabine Flaschberger.

Playfully – as a classical card game or top trumps – it presents not only the favorite objects and collection highlights of the museum, but also conveys important aspects of the collection procedure: from purchase, storage and handling to insurance and documentation.

## Self-Promotion Poster Collection 30



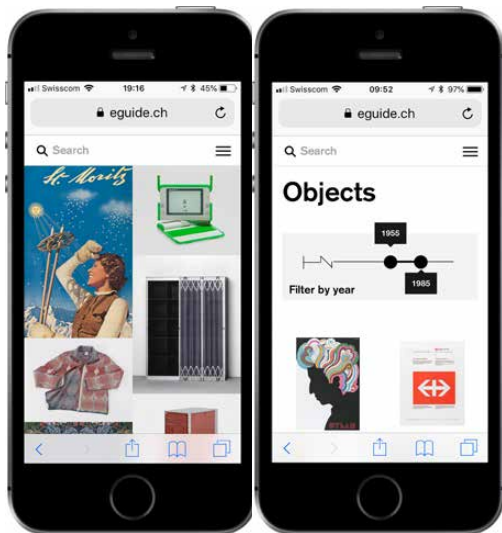
Museum für Gestaltung Zürich /  
Bettina Richter (ed.)  
Lars Müller Publishers, 2018  
Design: Integral Lars Müller  
Softcover  
192 pages  
300 color illustrations  
16,5 × 24 cm  
978-3-03778-558-4  
German / English

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Ever since the 1910s, Zurich's Kunstgewerbemuseum – which was founded in 1875 and is known today as the Museum für Gestaltung Zürich – has been focusing on producing high-quality posters. They serve to project the museum's visual identity into the public space while at the same time documenting the variety of themes represented. The posters' high recognition factor is achieved not through rigid corporate design but by means of graphical quality, versatile design approaches and meticulous printing.

The collection can be regarded as a brief history of both Swiss poster and Swiss graphic design. The whole range is covered: From the pictorial scenes used in the 1920s and the graphic and typographic solutions following the lead of the Russian Constructivists to the Swiss Style, which dominated the Swiss cultural poster until the 1960s, and more experimental approaches from the 70s. Today, innovative designs by young talents deliver surprising contemporary posters.

## eGuide.ch



Museum für Gestaltung Zürich (ed.)  
Museum für Gestaltung Zürich, 2018  
With contributions from Sabine Flaschberger,  
Barbara Junod, Renate Menzi, Bettina Richter /  
and Rhiannon Ash, Christian Brändle, Vanessa  
Gendre, Karin Gimmi, Andres Janser, Julia  
Klinner, Franziska Müller-Reissmann, Andrea  
Eschbach, Tatiana Arquint, Andreas Heege,  
Heidrun Osterer, Arthur Rüegg  
1000 color illustrations  
Design: Stillhart Konzept und Gestaltung GmbH  
German / English / French

[eGuide.ch](http://eGuide.ch)

The eGuide offers multimedia stories and in-depth information in images, text, video, and sound on more than 200 exhibits from the collection exhibitions *Collection Highlights* and *Ideal Living* as well as the poster gallery and the Swiss Design Lounge. 360-degree views of selected pieces and more than ten tours make exploring the collection online a real experience: thematic tours such as *Swiss International Style*, *100 Years of Swiss Design* or *Our oddest birds* convey design knowledge from different perspectives. Specially compiled tours (in German and in Swiss German) are available for children and offer a playful approach to design history.