

Museum  
für Gestaltung  
Zürich  
Freundeskreis

Edition 2024



Oliviero Toscani, 3 Children, (United Colors of Benetton), 1991

**Oliviero Toscani**

**Fine-art print  
Photo Oyster satin, 2024  
signed on print  
Edition of 20  
24 x 36 cm**

**Frame 38.5 x 49.5 cm [h x w]  
Black ash, museum glass UV92**

**CHF 700 / CHF 560 (members), framed  
CHF 550 / CHF 440 (members), unframed  
available at the museums and in the eShop**

**Oliviero Toscani (b. 1942) from Italy has written advertising history with his work. His training at the Kunstgewerbeschule Zürich (today ZHdK) from 1961 to 1965 laid the foundations for an international career as a photographer, creative director, and image editor. Over the past sixty years, Toscani has designed numerous campaigns for fashion brands. His many years working for Benetton are of special note. When he started there in 1982, the Italian fashion group was already active on four continents. So it was only logical to select models from all continents in order to place identical ads around the world. Toscani radicalized Benetton's campaigns, and after 1989 the posters no longer featured fashion images. In the constant battle for attention, Toscani's Benetton ads became increasingly provocative, with the claim "United Colors" reinterpreted as an anti-racist statement**