

Museum  
für Gestaltung  
Zürich  
Freundeskreis

Edition 2013



Switzerland, Zermatt, 2012  
From the series *Think of Switzerland*

**Martin Parr**

**C-Print, 2013**

**Edition of 20**

**2012**

**30.5 × 40.5 cm**

**signed by the artist**

**CHF 1000 / 800 (members) framed**

**CHF 700 / 560 (members) unframed**

**available in the shops / the eShop**

**Martin Parr (b. 1952) occupies a special standing in contemporary photography. With his penetrating gaze at the world around him, he has forged a career as one of the foremost documentary photographers of our day. Since the mid-1970s, Parr has been examining social realities in his works, shedding light on phenomena such as consumerism, tourism, and national identities from an engaging perspective that exposes the banality, extremes, and even the unfathomable depths of everyday life. In the series *Think of Switzerland*, Parr paints a humorous portrait of the country with all its peculiarities and clichés. Central themes are daily life in an affluent society, Swissness, and tourism. “Of all the countries in the world that are rife with clichés, Switzerland scores very highly. I took these clichés as my starting point for exploring the country. First I devoted myself to the magnificent landscape and the tourism industry and I visited the most famous of all mountain villages: Zermatt.”**