

Swiss Institute
35 West 67th Street
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FOR IMMEDIATE RELEASE

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SWISS POSTERS:1900-1925

June 3rd through June 30th, 1988

The Swiss Institute will present an exhibition of the Swiss posters created during the first quarter of the 20th century, from June 3rd to June 30th, 1988. The exhibition is curated by Sigrid Bovensiepen.

All the works in this exhibition were executed by a group of renowned Swiss painters of the period, such as:

Cuno Amiet	Walther Koch
Otto Baumberger	Burkhard Mangold
Emile Cardinaux	Otto Morach
Augusto Giacometti	Eduard Renggli
Ferdinand Hodler	Ernst Schlatter

They are original lithographs, done from drawings on stone. Their high quality testifies that these artists used similar care and skill to create their posters as they did to execute their paintings.

According to Dr. Ziba de Weck, Director of the Swiss Institute, Artists creating posters was a late 19-Century phenomenon, launched primarily by the increase use of posters as advertisement tool in urban environment. Executing posters for public display, provided artists with the opportunity to go beyond the Museums walls and to reach a larger audience. In France, Pierre Bonnard and Henri de Toulouse-Lautrec were the main exponent of this art form.

Artists' posters and Graphic-designers' posters developed concurrently, but differed markedly in their style and execution.

One of the first Swiss artists who started out in this field was Ferdinand Hodler (1853-1918), a well-known turn-of-the-Century painter. Hodler's symbolic and

expressive style, his heavy outlines and bright colors lent itself particularly well to poster making. Hodler's posters eventually influenced some artists.

Cuno Amiet's posters are usually informed by the prevailing Art Nouveau style of the time, while Otto Morach's reveal a clear Futuro-Cubistic influence and an interest in automobile. Augusto Giacometti exploited the sensuous and symbolic properties inherent in colors to achieve his aim.

The Posters presented in this exhibition were used as advertisement, to promote Tourism (Hotels and Railroad); Cultural events (art exhibitions and theater) and consumer objects.

The Swiss Institute in the city of New York is a non-profit cultural institution, funded exclusively by corporations and individuals. Its function is to promote predominantly the contemporary Swiss culture through the works of the Swiss artists. In addition to art exhibitions, the Institute hosts lectures, concerts and seminars.

Location: 35 West, 67 Street, between Central Park West and Columbus Avenue.

Hours: Monday-Friday: 2-8 pm
Saturday-Sunday: 2-6 pm
Admission is free

THE OPENING RECEPTION WILL BE ON THURSDAY, JUNE 2ND
FROM 6:30-8:30 PM