

Künstlerbuch, Einzelseite, Bilderbuch 1 – Menschen,
1986
Gestaltung: Hans-Rudolf Lutz
Material/Technik: Papier, Siebdruck
40 × 30.5 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK



In 1986, the visual designer Hans-Rudolf Lutz (1939–1998) published the first two picture books in his seven-book series: *Menschen* (People) and *Gesichter* (Faces). They contain images created by means of reprographic technology. Despite optical alienation, the figures are still recognizable as such.

More than thirty years of teaching at the schools of design in both Zurich and Lucerne, in addition to teaching assignments abroad, gave Hans-Rudolf Lutz the necessary financial independence to pursue his own projects. Thus, he ran his own publishing house from 1966 until his early death. He explored the possibilities of collective publishing in the 1970s and was active as a visual DJ for the Zurich rock band UnknownmiX in the 1980s. In 1986, he self-published two books of fifty pages each titled *Menschen* (People) and *Gesichter* (Faces), and added five more books to the series in 1997. He focused here on the traces left by the process of pictorial reproduction, as it has a significant effect on the perception of the depicted people and faces. Back then, if a photograph with grayscale values was to be reproduced by planographic or intaglio printing, it had to be translated into black-and-white values, or halftones. Due to

this issue, the poor quality of reproduction and the printing process involved, the quality of the photograph might change notably. This circumstance also altered the message of the picture. Lutz thus explored the possibilities of the reprographic technology available in his day to generate images whose “archaic visual force” he found fascinating. The figures in the picture remain recognizable as such, even though the grid is greatly enlarged for reproduction by screen printing. (Barbara Junod)

<https://www.eguide.ch/en/objekt/1-menschen/>