



Plakat, Bell, 1963  
Erscheinungsland: Schweiz  
Gestaltung: Lora Lamm  
Auftrag: Bell AG, Basel, CH  
Material / Technik: Offset  
128 x 90 cm  
Donation: Lora Lamm  
Eigentum: Museum für Gestaltung Zürich / ZHdK

Since its early days, Metzgerei Bell, a butcher shop founded in Basel in 1869 and now operating internationally, has commissioned leading poster designers for its advertising campaigns. In 1963, Lora Lamm (b. 1928) designed a charming, humorous poster for Bell that echoed the style of her drawings for the Italian department store La Rinascente.

A lavish necklace composed of sausages in a range of sizes and colors adorns the décolleté of Lora Lamm's jaunty lady. The advertising message is conveyed in a small medallion bearing the shop's logo, designed by Paul O. Althaus in 1938. The figure's unruly green hairdo recalls the vegetables or salad served as a side dish to the meaty fare. Lamm's witty visual idea, only indirectly highlighting the sausages, is particularly compelling as a contrast to earlier Bell posters that generally featured hyperrealistic depictions of meat-based goods. Lamm developed her individual mode of expression in her role with Italian department store La Rinascente, where she created the company's entire visual identity until the early 1960s. She drew inspiration from the much-lauded illustrators working in advertising in the United States at the time. After returning to

Switzerland in 1963, Lamm reprised the style of her work for La Rinascente in her Bell poster one last time. (Bettina Richter)

<https://www.eguide.ch/en/objekt/bell-lora-lamm/>