

Plakat, Bell, 1939  
Erscheinungsland: Schweiz  
Gestaltung: Herbert Leupin  
Auftrag: Bell AG, Basel, CH  
Material / Technik: Lithografie  
127 x 90 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK



Metzgerei Bell, a butcher shop founded in 1869 in Basel and today an international company, commissioned leading poster designers for its advertising campaigns early on. In 1939, Herbert Leupin (1916–1999) lovingly arranged slices of sausage and bacon on a cutting board to make a strong appeal to the wartime generation's desire for meat.

The gherkin adds an eye-catching splash of color to the pinkish palette of Herbert Leupin's still life. Leupin, who ran a one-man studio in Basel for decades, is a role model for many designers and advertisers. He had a unique understanding of how to reflect the zeitgeist in popular product posters. The Bell poster, executed in the photographic style of the New Objectivity (Neue Sachlichkeit) movement, was one of his first successes. In addition to his command of his craft, it was his ability to think in terms of advertising that made Leupin stand out. His brand names and personalities as well as his catchy slogans created a strong emotional appeal.

Though Leupin used no extraneous text for the poster, he did apply the brand stamp created in 1938 by Paul O. Althaus on the cutting board. Heavy customer demand for the board led

Bell to start producing it as a merchandising item, and it quite naturally appears on Leupin's 1948 salami poster. (Bettina Richter)

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