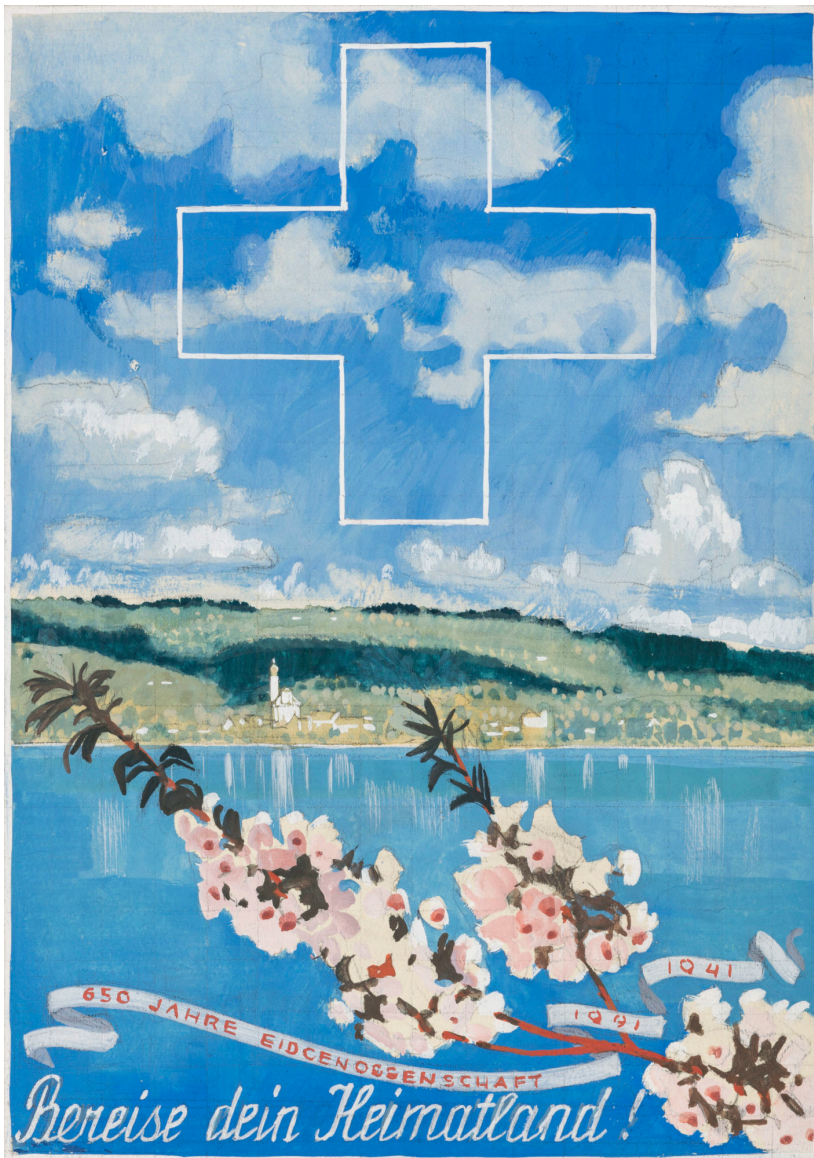


Plakatentwurf, Bereise Dein Heimatland!, 1941  
Erscheinungsland: Schweiz  
Gestaltung: Otto Baumberger  
Auftrag: Schweizerische Verkehrszentrale, Zürich, CH  
Material / Technik: Gouache  
22.5 x 16 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK  
Donation: Schweiz Tourismus, Zürich, CH



For the 650th anniversary of the Swiss Confederation, painter and poster artist Otto Baumberger (1889–1961) created a poster that adheres to the traditional style of the tried and tested landscape painting. The oversized Swiss cross emphasizes the patriotic message of the war years.

During the years of the *Geistige Landesverteidigung* (spiritual national defense), commissions for tourism posters tended once again to be awarded to designers working in the illustrative tradition, while the modernist graphics that had been popular in the prewar period were put on the defensive. As international tourism had largely collapsed, the aim was to encourage citizens to travel within their own country. Siegfried Bittel, longstanding director of the Schweizerische Verkehrszentrale (Swiss National Tourist Board), was a keen observer of poster art and had detailed discussions with the designers about their submitted drafts. Otto Baumberger's draft design had to be reworked a number of times before it met with Bittel's approval. The focus had to be both on lake and mountain landscapes as well as lively towns close to the water. The Swiss cross hovering over the idealized landscape had to

be enlarged considerably and the palette made brighter and more luminous. In the end, Baumberger's poster was printed in several languages. (Bettina Richter)

<https://www.eguide.ch/en/objekt/bereise-dein-heimatland/>