

Plakat, Brasilien baut, 1954
Erscheinungsland: Schweiz
Gestaltung: Mary Vieira
Auftrag: Museum für Gestaltung Zürich / ZHdK
Material / Technik: Offset
127 × 90 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK



With just a few outstanding works, Mary Vieira (1927–2001) managed to secure a place in the history of international graphic design. For the exhibition *Brasilien baut* (Brazil Builds) at the Kunstgewerbemuseum Zürich (School of Arts and Crafts), she designed a poster in 1954 that is compelling in its controlled dynamism.

Sculptor and graphic and industrial designer Mary Vieira was a pioneer of Brazilian Concrete Art. In 1952, she came to Europe and became a member of the Zurich artist group Allianz. In 1954, the Kunstgewerbemuseum Zürich exhibited leading Brazilian modernist architects and juxtaposed their work with Vieira's contemporary graphic design and sculptures. Vieira's exhibition poster stands out for its sensitive balance of color and form and captures the rational spirit of the era. The horizontal division into two parts, one blue area and one green, symbolizes the earth and sky. Geometric elements and lines representing the strict architectural language of the time insert themselves harmoniously into the landscape space. In 1957, Vieira designed another pioneering poster that similarly unites playful elegance and clarity, building a bridge between Swiss

and Brazilian modernism. (Bettina Richter)

<https://www.eguide.ch/en/objekt/brasilien-baut/>