

Poster  
Cinémathèque Suisse – Jean Luc  
Godard

Werner Jeker  
1984



Plakat, Cinémathèque Suisse – Jean Luc Godard, 1984  
Erscheinungsland: Schweiz  
Gestaltung: Werner Jeker  
Fotografie: Christian Coigny  
Auftrag: Cinémathèque Suisse, Lausanne, CH  
Material/Technik: Siebdruck  
128 x 90.5 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK

For his 1984 Godard poster, Werner Jeker (b. 1944), one of the key exponents of the French-Swiss photo poster, relied on the classic design tools of Swiss Style: photography and typography are arranged here in a rigorous overall composition. Despite his matter-of-fact approach, however, Jeker has imbued his poster with narrative layers while conveying a precise characterization of the influential director.

For Werner Jeker, the black-and-white image is the most radical form of graphic expression. He therefore eschews the use of color in many of his posters, as here in his Godard poster for the Cinémathèque Suisse in Lausanne. He used a photograph taken by Christian Coigny of the influential French-Swiss film director as a basis for his design. By means of the slightly tilted head, the portrait places the emphasis on Godard's forehead and eyes. Jeker has cropped the photo right under the eyes and then repeated them twice behind their thick eyeglass frames. The hairline melds seamlessly into the black background that takes up the entire upper half of the poster. The high forehead

here is emblematic of the intellect, while the tripling of the eyes symbolizes the expanded vision attributable to the experimental avant-garde filmmaker that goes beyond what is strictly visible. The craft of making films, or putting together a sequence of film images and editing them, is evoked through the concatenation of the eye images, their rhythm continued in the white lines set at regular intervals along the right edge of the poster. The clean, sans-serif typography completes the lucid graphical articulation of the poster. Jeker thus manages in his own incomparable way to merge stylistic rigor and narrative elaboration. With this fresh take on the heritage of the Swiss Style, he has exercised a formative influence on many designers of the younger generation in French-speaking Switzerland. (Bettina Richter)

<https://www.eguide.ch/en/objekt/cinematheque-suisse-jean-luc-godard/>

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