



Plakat, Das verflixte 7. Jahr, 1960
Erscheinungsland: Deutschland
Gestaltung: Dorothea Fischer-Nosbisch
Auftrag: Atlas Film + Medien AG, Duisburg, DE
Material / Technik: Offset
83 x 59 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK

In her film poster for *The Seven-Year Itch*, Dorothea Fischer-Nosbisch (1921–2009) found an unusual way to transpose an iconic image from film history into graphic design. For once there is no conflict between the erotic charisma exuded by Marilyn Monroe (1926–1962) and her physical autonomy.

Billy Wilder's 1955 film was a global hit thanks essentially to one shot: Marilyn Monroe in a white dress, laughing innocently as her skirt blows up above an air vent and reveals her legs. The image is etched in collective memory and enshrined Monroe as a figure onto whom male fantasies were projected. Graphic artist Dorothea Fischer-Nosbisch's Monroe appears to cite the famous film still although her legs remain concealed but for a glimpse of thigh. Fischer-Nosbisch supplemented a portrait photograph of Monroe from the film *Niagara* with two-dimensional, graphic forms. Monroe looks out at viewers with a lascivious yet self-confident gaze. Although the role is literally written on her body, in Fischer-Nosbisch's interpretation she nonetheless seems to assert her physical self-determination.

After the Second World War, Fischer-Nosbisch and her husband founded a studio collective and developed a new aesthetic of the film poster together with contemporary designers, as exemplified here. (Bettina Richter)

<https://www.eguide.ch/en/objekt/das-verflixte-7-jahr/>