

Poster  
Den pro mou lásku (Ein Tag für  
meine Liebe)

1976



Plakat, Den pro mou lásku (Ein Tag für meine Liebe),  
1976  
Erscheinungsland: ČSSR  
Gestaltung: Olga Vyleťalová Poláčková  
Auftrag: Ústřední půjčovna filmů, UPF, Prag, CS  
(Zentraler Filmverleih)  
Material / Technik: Offset  
83 × 58 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK

Innovative Czechoslovak film posters from the 1960s and 1970s are a highlight of poster history. They are characterized by a subjective artistic interpretation of the films they advertise. A striking number of female designers contributed to this era's poster and graphic design, including Olga Vyleťalová Poláčková (b. 1944).

The political upheaval in Czechoslovakia in the years leading up to the Prague Spring unleashed creative design energy that was manifested primarily in films and film posters and continued to play a role into the early 1980s. While Constructivist and Surrealist traditions from the interwar period were reinvigorated, influences from contemporary avant-garde movements were also incorporated. The still photos and portraits of famous film stars that served as the designers' visual raw material were defamiliarized and reassembled as collages.

*Day for My Love* by Juraj Herz, a Czech New Wave filmmaker, recounts the relationship of a young couple who are coming to terms with the death of their small daughter and waiting full of

yearning for another child. Olga Vyleťalová Poláčková embeds the melancholy portrait of the female lead in a surreal interlaced space swathed in clouds. A butterfly, symbol of the soul and resurrection, covers her left eye. (Bettina Richter)

<https://www.eguide.ch/en/objekt/den-pro-mou-lasku/>

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museum-gestaltung.ch  
eGuide.ch  
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