



Plakat, Drei Glocken, um 1956
Erscheinungsland: Schweiz
Gestaltung: Donald Brun
Auftrag: Drei Glocken GmbH, Weinheim, DE
Material / Technik: Lithografie
42 × 29,5 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK
Donation: Guido Tön AG, Zürich, CH

Donald Brun (1909–1999) invariably succeeded in employing his great versatility to serve the interests of the respective client. He created advertising posters in a conventional narrative style for the German noodle company Drei Glocken that are brought to life entirely by their protagonist.

The smiling, doll-like girl carefully shakes noodles into the hot saucepan, with the blue-and-gold packaging clearly visible. The idea was for housewives to remember the look of the packaging and reach for it when they visited the supermarkets that had sprung up during the early postwar period. The trademark of the three bells (drei Glocken) is repeated again in the girl's necklace. Brun's redheaded protagonist, who also stars in other posters for the company Drei Glocken, has a sister: Persil-Gritli, who appeared in advertisements for Henkel's Persil brand laundry detergent.

Brun designed these childlike, erotic home helpmates in the 1940s. Persil-Gritli became so popular that a doll was launched in her image for Henkel's anniversary in 1956. Brun did a good job here of combining advertising messages with sociopolitical implications: modern products make housework child's play

and give women enough leisure time to tend to their looks. At the same time, the household clearly remains woman's work, and training to become a housewife begins in childhood. (Bettina Richter)

<https://www.eguide.ch/en/objekt/drei-glocken/>