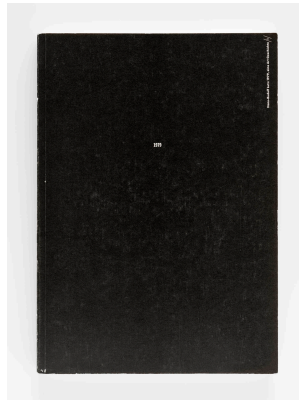


1



2

- 1 Doppelband, zwei komplementäre Doppelseiten, 1979 – Eine Art Geschichte, 1 und 2 (jeweils links: Monroe, jeweils rechts: Bruderkuß), 1980, Konzept und Gestaltung: Hans-Rudolf Lutz. Abbildung: Museum für Gestaltung Zürich / ZHdK.
- 2 Buchumschlag, 1979 – Eine Art Geschichte, Band 1, 1980, Konzept und Gestaltung: Hans-Rudolf Lutz. Abbildung: Museum für Gestaltung Zürich / ZHdK.

In 1980, the designer Hans-Rudolf Lutz (1939–1998) from Zurich published a two-volume history book on the year 1979, intended as an alternative to the typical history books with their metanarratives. In this book, newspapers were used to reconstruct the history of everyday life, and selected events were visually commented on.

In 1966, the culturally dedicated designer and typography teacher Hans-Rudolf Lutz founded his own publishing house in Zurich. Within a period of thirty years, he published and designed numerous books. While his early works still displayed his fascination with the local arts, his later books were increasingly dominated by political themes. In 1980, he published his own history book on the year 1979 in two volumes. It was an attempt at finding a different approach to historiography. As opposed to the extensive metanarratives in conventional history books, these two volumes deal with the history of everyday life within a clearly restricted area. The first volume is a compilation of pages originating from five daily newspapers published in Zurich in 1979. For every day of the

week (except Sunday), Lutz selected one page from each of the five newspapers that he considered to be relevant for either local issues or global politics. He cut out a ten-by-fifteen-centimeter square out of each page, which he then enlarged to the book's format. He used the enlarged pictures to create the second volume. Lutz interpreted the enlarged clippings as visual commentary on the mostly verbal news presented in the first volume. Reading the first volume in parallel is intended to hone the reader's perception of features that are less obvious. For example, the enlarged image of the socialist fraternal kiss between the Soviet head of state Leonid Brezhnev and the East German leader Erich Honecker creates with its coarse grain the impression of a fleeting moment. Thus, Lutz made it possible to experience the evanescence of history (and stories) visually. (Barbara Junod)

Buch, Doppelseite, 1979 – Eine Art Geschichte, Band 2 (Ausschnitt links: Marilyn Monroes Bein, Ausschnitt rechts: Bruderkuß Breschnew-Honecker), 1980  
Konzept und Gestaltung: Hans-Rudolf Lutz  
Herausgabe: Hans-Rudolf Lutz  
Druckerei: Ropress Genossenschaft, Zürich, CH  
Verlag: Verlag Hans-Rudolf Lutz, Zürich, CH

29.4 x 20.8 cm

Eigentum: Museum für Gestaltung Zürich / ZHdK

<https://www.eguide.ch/en/objekt/eine-art-geschichte-band-2/>