



Plakat, Einfach Komplex – Museum für Gestaltung Zürich, 2005
Erscheinungsland: Schweiz
Gestaltung: Martin Woodtli
Auftrag: Museum für Gestaltung Zürich / ZHdK
Material / Technik: Siebdruck
128 x 89.5 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK

The posters of Martin Woodtli (b. 1971) enthrall viewers with their dense structures and experimental flair. For the *Einfach Komplex* (Simply Complex) exhibition, he designed a poster that communicated the challenging content in an immediately comprehensible manner.

Bildbäume und Baumbilder (Picture-Trees and Tree Pictures) was the subtitle of the exhibition, which addressed images in science and research. The spectrum ranged from visual representations of complex subject matter to artistic works that investigated the abstract beauty of these depictions. In his poster, Martin Woodtli overlaid a scientific-looking grid with the aesthetically exaggerated yet simplified image of molecules and molecule chains. This approach enabled him to evoke both the scientific and artistic aspects of the exhibition. In 2004 and 2005, Woodtli designed all of the advertising materials for the museum. The posters were geared toward reinforcing the visual identity of the museum via their serial character while independently conveying the content of the respective exhibitions. Woodtli masterfully achieved this

combination of overall theme and individual variation. (Bettina Richter)

<https://www.eguide.ch/en/objekt/einfach-komplex-museum-fuer-gestaltung-zuerich/>