



Plakat, Frauenstimmrecht Nein, 1946
Erscheinungsland: Schweiz
Gestaltung: Donald Brun
Material/Technik: Lithografie
127 × 90 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK

An oversized pacifier rendered in photographic detail is an unusual subject for a poster. A fly, depicted by Donald Brun (1909–1999) with the same exactitude, has settled on the red nipple. With this poster, in 1946 the designer campaigned against women's suffrage, which was only adopted in Switzerland in 1971.

In the 1940s, the so-called object poster dominated Swiss consumer advertising. Everyday things conquered the stage. Blown up to huge proportions, they looked down from posters that capture their sensual presence, making the viewer want to reach out and touch them. Donald Brun made use of this aesthetic for his posters on women's suffrage as well. He was not advertising a pacifier here, nor does the insect testify to the quality of the product, as on other posters by Brun. The pacifier with the fly is instead meant to represent neglected children. And the voting slogan makes it unmistakably clear who is to blame: the women, who by exercising their voting rights are neglecting their duty as mothers. The late date at which women were granted the right to vote is one of the sadder chapters in Swiss democracy. It was not until the 1950s that attitudes

slowly started to change, not least due to women's increasing presence in the workplace. Brun's poster impressively conveys men's fears in the face of the increasing influence of women in the political and social spheres and the resulting recasting of gender roles and duties. Evidence that this development could not be halted is provided by other referendums on the subject. In 1954, Brun also designed a "yes" poster. Equal rights finally triumphed in 1971, when not a single poster against women's suffrage was hung up in public. (Bettina Richter)

<https://www.eguide.ch/en/objekt/frauenstimmrecht-nein/>