

Poster  
Gewerbemuseum Basel – Basel  
und die Stadtstrassen der Zukunft

Armin Hofmann  
1961



Plakat, Gewerbemuseum Basel – Basel und die Stadtstrassen der Zukunft, 1961  
Erscheinungsland: Schweiz  
Gestaltung: Armin Hofmann  
Auftrag: Gewerbemuseum Basel, CH  
Material/Technik: Hochdruck  
127 × 90 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK

In Armin Hofmann's (1920–2020) poster for an exhibition at the Gewerbemuseum Basel, Constructivist principles are combined with a sensual, poetic formal language. This approach is characteristic of Hofmann's entire poster oeuvre, in which rational design and an emotional appeal merge in unexpected ways.

As in many of his other posters, Armin Hofmann limited himself in this exhibition poster to a single color, a bright signal red. For the letterpress reproduction, he cut the symbolic forms out of linoleum. Without the text, what is being represented is difficult to decipher; when the text is added, however, the white space between the four red shapes pointing toward the center can be interpreted as roads. Their dynamism is balanced by the four columns of austere text blocks. The main message, communicating the title and location of the exhibition, is set in an easily legible form in the upper left part of the image. The type size corresponds to the relative value of the information and grows smaller from one column to the next. The name of the poster's designer can be found in the small print in the

upper right corner. These variable type sizes also lend the poster rhythm and depth. The abstract translation of a complex exhibition theme poses quite a challenge to viewers, yet also encourages them to solve the "picture puzzle." Whether featuring pure typographical realizations, the integration of photographic elements, or an innovative use of an abstract formal language, Hofmann's posters, for all their supposed compositional rigor, always fascinate with their musicality. With his graphic oeuvre, he is considered to be the undogmatic mediator of a "third way" alongside Swiss Style and illustrative approaches. (Bettina Richter)

<https://www.eguide.ch/en/objekt/gewerbemuseum-basel-basel-und-die-stadtstrassen-der-zukunft/>

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museum-gestaltung.ch  
eGuide.ch  
eMuseum.ch