



Plakat, Ja zur Bankeninitiative, 1984
Erscheinungsland: Schweiz
Gestaltung: Stephan Bundi
Auftrag: Sozialdemokratische Partei der Schweiz, SP,
Bern, CH
Material / Technik: Siebdruck
60 × 42 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK

For many Swiss citizens, banking secrecy is an integral part of the country's self-image. It legally guarantees financial discretion by ensuring that third parties cannot gain access to customer data.

In his poster supporting the 1984 bank initiative that called for a rollback of bank secrecy, Stephan Bundi (b. 1950) draws the eye to the bulging belly of an anonymous man in a suit. His face is not shown. The proverbial white vest—in German, a symbol for keeping one's hands clean—is flecked with blood in the area of the man's midriff. By contrast, voting "yes" to the rollback of bank secrecy contributes to a clear conscience: the vest beneath the tie knot is white as snow.

It was Bundi's explicit pictorial allusion to money laundering and crime that triggered outrage within the context of the polemical debates that accompanied the referendum. Righteous Swiss citizens felt they were being unfairly prejudged, and a clear "no" to the initiative resulted.

When, twenty-five years later, UBS released customer data, there were indignant reactions. Advertiser Remy Fabrikant initiated and financed an extensive media campaign and called

for public debate on the matter. This poster, too, demonstrates that banking secrecy is synonymous with "Swissness," and any exceptions are regarded by many as a threat to Switzerland's fundamental values. (Bettina Richter)

<https://www.eguide.ch/en/objekt/ja-zur-bankeninitiative/>