Poster
Kieler Woche

Isolde Monson-Baumgart
1969

Plakat, Kieler Woche, 1969
Erscheinungsland: Deutschland
Gestaltung: Isolde Monson-Baumgart
Auftrag: Kieler Woche, Kiel, DE
Material / Technik: Siebdruck
119 × 84 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK

In 1969, artist and graphic designer Isolde Monson-Baumgart (1935–2011) won the prestigious competition to create a poster advertising Kiel Week. Her work picks up on the familiar blue-and-white chromatic canon, but boldly abandons the depiction of a sail that usually served as an unmistakable visual symbol.

Kiel's first sailing regatta was held in 1882 and has been organized annually ever since. Kiel Week has long established itself as the world's most important sailing contest and has become a public celebration with myriad associated events. Its advertising posters have also become famous. Since 1959, selected European designers have been invited to enter the design competition, with a jury of experts making the final selection. The winning posters thus recount recent graphic design history.
The abstract language and clear separation of pictorial elements and textual information make Isolde Monson-Baumgart's design more reminiscent of an exhibition poster. Her artistic experience creating etchings may have inspired the inclusion of large organic forms that resemble waves. Monson-Baumgart's reputation as an advertising designer is based primarily on her unconventional film posters, which are now included in many collections. (Bettina Richter)

https://www.eguide.ch/en/objekt/kieler-woche/