

Poster
Luzern – Lido

Albert Solbach
ca. 1932

Plakat, Luzern – Lido, um 1932
Erscheinungsland: Schweiz
Gestaltung: Albert Solbach
Auftrag: Verkehrsverein Luzern, CH
Material / Technik: Lithografie
127 × 90 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK



In the 1930s, the Life Reform Movement fostered the construction of public baths throughout Switzerland that allowed women and men to enjoy activities together, both in and around the water. Albert Solbach (dates unknown) immortalized Lucerne's lakeside baths in his poster and paid homage to progressive beliefs in his portrayal of a sporty female water-skier.

The public baths of the 1930s represented a new culture of health and leisure that became possible due to the regulated right to vacation time and evolving moral attitudes. Albert Solbach's androgynous female protagonist with her toned body and hair hidden under a bathing cap is a direct descendant of Australian champion swimmer Annette Kellermann, who was arrested in 1907 for wearing indecent bathing attire. She subsequently won a court case that finally allowed the one-piece with a short leg to become a popular swimsuit for women.

In his poster, Solbach also drew the eye to Arnold Berger's (1882–1956) pillared structure housing the changing rooms, which had a captivating lightness and elegance. Many other

posters of the time also advertised the new baths. Not only was it acceptable to portray lightly clothed women in this context; the posters were also a nod to modern bathing architecture and one of its pioneers, Beda Hefti (1897–1981). (Bettina Richter)

<https://www.eguide.ch/en/objekt/luzern-lido/>

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