



Plakat, Mai 1994 – Rote Fabrik, 1994
Erscheinungsland: Schweiz
Gestaltung: Cornel Windlin
Auftrag: Kulturzentrum Rote Fabrik. Zürich, CH
Material/Technik: Offset
69 × 49 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK

The letters and numbers in Cornel Windlin's (b. 1964) concert poster for the Rote Fabrik look as if they had been painted onto the wall with a broad brush. Reminiscent of graffiti tags in the street, the poster appeals spontaneously to a target group that rejects the program of the typical bourgeois cultural institutions.

The sociopolitical and cultural awakening of youth in the 1980s was also manifested in graphic design. Subcultural and alternative venues in particular were looking for a visual identity that would distinguish them from the established institutions. Breaking rules, rejecting formal beauty, experimentation, the urge to tell stories, and a do-it-yourself spirit were the buzzwords of the new creative generation. In the 1990s, professional graphic designers also adopted this approach. Cornel Windlin designed numerous cultural posters during these years, which are notable for their deviation from the formal stylistic canon. For the Rote Fabrik, he designed mainly concert posters. Here, he had to find room for lots of text with details on the program for May 1994. Nevertheless, Windlin managed to announce the music events in great detail without

his poster looking crowded. The month and year are only seemingly brushed in by hand and were actually generated on the computer. The way they must be read both horizontally and vertically accentuates the diagonal. This diagonal theme is once again taken up by the crisscrossing concert program details. Just as the cavity in the letter A is not exactly at the crossing point of the two text diagonals, these are not really straight either. Windlin charmingly toys here with the strict rules and rigorous grid of the Swiss Style, inventing a whole new aesthetic in the process. (Bettina Richter)

<https://www.eguide.ch/en/objekt/mai-1994-rote-fabrik/>