



Plakat, Marque PKZ, 1923
Erscheinungsland: Schweiz
Gestaltung: Otto Baumberger
Auftrag: PKZ Burger Kehl & Co. AG, Zürich, CH
Material/Technik: Lithografie
128 × 90.5 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK

Rather than the full-length coat, a highly magnified coat collar takes up the poster's picture surface. Rendered with painstaking accuracy, it can almost be taken for a photograph. Otto Baumberger (1889–1961) succeeded in this way in creating an icon of poster history—some twenty years before the heyday of the so-called Swiss object poster, which showcased consumer products in loving detail.

PKZ is one of the companies that recognized the importance of visual communication early on and enlisted well-known designers for its posters. Otto Baumberger, one of the most prolific poster artists of his time, came up with the right image for every commission. Long before Niklaus Stoecklin (1896–1982) pioneered the object poster in Basel, Baumberger demonstrated with this image for PKZ the effectiveness of an advertising strategy that spotlighted the product alone. He went even further and painted only a small detail of the article with a high degree of verisimilitude. Baumberger's poster attracted a great deal of attention in the 1920s, because people took it for a photograph and thought they were witnessing one of the world's first posters using this still-new technology. What

fascinates us today is instead the artistic mastery of the rendering. The different materials of the coat, its rough, thick wool fabric and satin lining, are reproduced with tactile sensuality. In this close-up view, they attest to both the coat's quality and its fine workmanship. The label in the collar suffices as the advertising message. Baumberger's draft designs for the poster show that the elegance and timelessness of the garment are accentuated even further by the muted colors of the final work. The promise in the advertising claim is expressed here not in an attractive coat wearer but in the product itself. (Bettina Richter)

<https://www.eguide.ch/en/objekt/marque-pkz/>