

Plakat, Milch macht jung und schön, 1950
Erscheinungsland: Deutschland
Gestaltung: Anton Stankowski
Auftrag: Badische Milchzentralen, DE
Material / Technik: Offset
43.5 x 31.5 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK
Donation: Stankowski-Stiftung, Stuttgart, DE



An unlabeled milk bottle in front of a hand mirror—the promise, merely hinted at in the image, is made clear by the text: Milk keeps you young and beautiful!

<https://www.eguide.ch/en/objekt/milch-macht-jung-und-schoen/>

Clear, cheap, objective, and modern: these were Anton Stankowski's (1906–1998) rational principles for progressive advertising. During his studies he had already recognized the innovative significance of photography and had also adopted the unembellished sans-serif grotesque typeface from Max Burchartz (1887–1961), his first tutor at the Folkwangschule. Stankowski further honed his design philosophy in Zurich when Max Dalang (1882–1965) brought him there for a few years. The poster campaign for the Badische Milchzentralen also employs other elements characteristic of his work: layering of objects in space, close-ups, and the reuse and variation of photographic images. Terse, straightforward slogans complete the pair of images, each of which offers an argument for drinking milk. The word "Milch" stands out in white letters to form a color link to the product itself. In spite of their sobriety, the posters evoke little stories full of poetry and humor. (Bettina Richter)