

Plakat, Moderne französische Knüpftteppiche, 1964  
Erscheinungsland: Schweiz  
Gestaltung: Emil Ruder  
Auftrag: Kunsthalle Basel, CH  
Material/Technik: Buchdruck  
127 × 90 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK



Emil Ruder's (1914–1970) poster for an exhibition at the Gewerbemuseum Basel masterfully demonstrates how it is possible to create a highly dynamic and evocative image using reduced pictorial means. The very simplicity and clarity of Ruder's typographic compositions are what makes them so timeless.

When a new director had to be found for the printing department at the Allgemeine Gewerbeschule Basel in 1952, a typographer was chosen for the post—a highly innovative idea at the time. The selected candidate, Emil Ruder, proceeded to demonstrate through his teaching and his own practice the autonomous creative power of typography. In contrast to the austere typography of the Zurich School, Ruder had freed himself from schematic thinking and relished experimentation. By focusing on a single color and eschewing any illustration, his exhibition poster makes a harmonious impression and yet conveys an unusual tension thanks to the designer's bold manipulation of the typography. The clearly legible exhibition

title is placed just below the center line in the lowercase lettering typical of the time, ending at the very right margin of the page. In the same sans-serif typeface but a smaller font size, information about the exhibition is shown in the lower half of the poster, aligned with the left edge of the exhibition title. In the upper section, the letters intertwine and overlap, thus mimicking the craft of carpet knotting that is the theme of the exhibition. On closer inspection, it is possible to discern the meticulously thought-out system. It is built upon the same text block that appears below, which is then repeated and set left-justified. Finally, the title appears a third time, upside down and superimposed over the two other blocks of text. Ruder's typographic image thus precisely echoes the actual content of the exhibition. (Bettina Richter)

<https://www.eguide.ch/en/objekt/moderne-franzoesische-knuepftteppiche/>