



Plakat, Mütter kocht mit Erdnussfett Astra, 1935  
Erscheinungsland: Schweiz  
Gestaltung: Maja Allenbach  
Auftrag: Astra Fett- und Oelwerke AG, Steffisburg, CH  
Material / Technik: Tiefdruck  
127 x 90 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK

The advertising posters by the widely unknown graphic designer Maja Allenbach (1907–2002) reveal her avant-garde creative stance. Her surreal 1935 design for Astra Fett- und Oelwerke in particular caused a sensation and earned a place in international poster history.

Maja Allenbach's poster for Astra deploys extremely unusual imagery: an assertive young man strides energetically toward us. On the right, a naked infant floats in the clouds, its facial expressions and gestures also expressing determination. Two fine diagonal lines structure the surface and form the axis along which the bright yellow lettering is aligned. Allenbach's decision not to reproduce the product packaging is striking, as is the early use of photography in this advertising poster. The message conveyed is unmistakable: if you cook with Astra, your baby will develop into a vigorous young man. At the same time, the poster's targeted appeal to mothers reflects the conventional division of roles in that era. In an earlier photo poster for Astra, Allenbach incorporated a mother into the image. Cheerily wielding a wooden spoon, she makes a gesture with her left arm that recalls the gesture of the infant here. The

repeated product name resounds as if echoing in space.  
(Bettina Richter)

<https://www.eguide.ch/en/objekt/muetter-kocht-mit-erdnussfett-astra/>