

Poster design  
Nehmt die Kinder mit!

Edi Hauri  
1944



Plakatentwurf, Nehmt die Kinder mit!, 1944  
Erscheinungsland: Schweiz  
Gestaltung: Edi Hauri  
Auftrag: Schweizerische Verkehrszentrale, SVZ,  
Zürich, CH  
Material / Technik: Fotografie, Mischtechnik  
29.5 × 21 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK  
Donation: Schweiz Tourismus, Zürich, CH

The photograph of the face of a beaming boy dominates Edi Hauri's (1911-1988) poster design for the Schweizerische Verkehrszentrale (Swiss National Tourist Board). During the war years, tourism advertising focused exclusively on Switzerland. Special campaigns promoted attractive trips within the country for the whole family.

Edi Hauri overlaid the portrait with an illustration of a moving train. The depiction of the train carriage, rails, and overhead lines in perspective gives observers the impression that the train is moving toward them from the left. The boy's gaze follows the lines. The poster was submitted for the competition held since 1935 by the Schweizerische Verkehrszentrale; in 1944 the motto

was "Nehmt die Kinder mit" (Take the kids along). During the years focusing on Geistige Landesverteidigung (spiritual national defense), a traditional illustrative approach was preferred in poster design. "Designs with photomontage, while not particularly requested, are permitted," was the express guideline. For Hauri, whose work was almost exclusively illustrative, this poster paid homage to modernist graphics. It is notable that some of his contemporaries submitted drafts with similar visuals. However, the tourism office was not sufficiently impressed by any of the submitted works and in the end did not print any of the posters. (Bettina Richter)

<https://www.eguide.ch/en/objekt/nehmt-die-kinder-mit/>

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museum-gestaltung.ch  
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