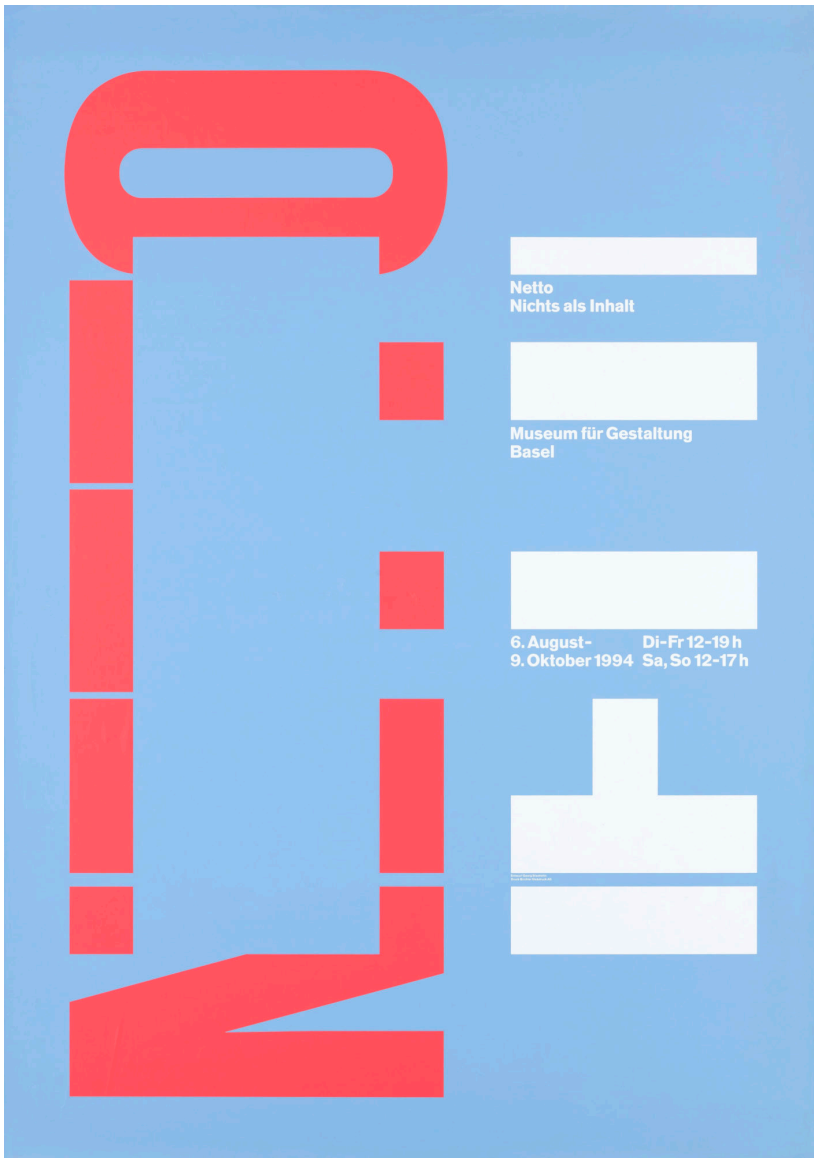


Plakat, Netto – Nichts als Inhalt, 1994
Erscheinungsland: Schweiz
Gestaltung: Georg Staehelin
Auftrag: Museum für Gestaltung Basel, CH
Material / Technik: Siebdruck
128 x 90.5 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK



A particularly appealing exhibit will typically serve as an eye-catcher on an exhibition poster. With his typographic posters for the Museum für Gestaltung Basel, Georg Staehelin (b. 1942) took a radically different approach and thus made a key contribution to the visual identity of the institution in the 1990s.

Georg Staehelin's collaboration with the Museum für Gestaltung Basel began in 1988 and resulted in over twenty posters in the years that followed. What they all have in common is the purely typographic presentation of their theme. This was the result of Staehelin having received his commissions when the items to be displayed in the respective show had yet to be decided on. Staehelin only knew the title of each exhibition in advance, giving him the opportunity to freely interpret it on a formal level in a playful, experimental manner. This allowed him to come up with subtle, intelligent solutions. For the exhibition *Netto – Nichts als Inhalt* (Net – Nothing but Content), Staehelin literally removed the core of the vertically positioned word "Netto," leaving behind an empty space. The content removed from the stroke and stem of the red letters is

set in white in the right half of the poster, where the horizontal blocks form rows that lend structure to the information about the exhibition. At first glance, Staehelin's typographic poster looks like an abstract composition, even though it actually follows a very precise premise. (Bettina Richter)

<https://www.eguide.ch/en/objekt/netto-nichts-als-inhalt/>