



Plakatentwurf, (ohne Text), 1957
Erscheinungsland: Italien
Gestaltung: Lora Lamm
Auftrag: La Rinascente, Mailand, IT
Material / Technik: Aquarellfarben, Gouache, Bleistift
15.5 x 13.5 cm
Donation: Lora Lamm
Eigentum: Museum für Gestaltung Zürich / ZHdK

An oversized pot with colorful flowers and cacti just peeking out over the top: Lora Lamm (1928–2025) took a humorous approach and deliberately used naïve imagery to advertise the 1957 season opening for the sale of garden and terrace furniture.

Starting in 1954, for several years Lora Lamm was in charge of designing advertising materials for the renowned Milan department store La Rinascente. She helped to create a brand new visual identity for the store, not least by using diversified communication media.

Lamm's art is all about suggestion. With starkly simplified motifs in delicate shades, she was able to capture how it felt to live in postwar Italy. The sober objectivity of Swiss graphic design was alien to her. Her creative process was key to the success of her posters, all of which were produced as tiny DIN-A6 drafts: if a motif works close up in this miniaturized format it will also have an impact from further away as a poster.

Lamm said that it was a smile rather than laughter that she sought to capture in her posters. The "portrait" of a

commonplace flower pot enthalls us with this smile, as does that of the chick in her Easter poster from 1958. (Bettina Richter)

<https://www.eguide.ch/en/objekt/ohne-text-3/>