



Plakat, Gewerbemuseum Basel – Die praktische Küche, 1930
Erscheinungsland: Schweiz
Gestaltung: Helene Haasbauer-Wallrath
Auftrag: Gewerbemuseum Basel
Material / Technik: Lithografie
127 × 90 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK

Efficiently designed fitted kitchens assumed particular significance in the context of the New Building movement in the late 1920s. The exhibition poster *Die praktische Küche* (The Practical Kitchen) by Helene Haasbauer-Wallrath (1885–1968) shows the ultra-modern miniature kitchen by Basel architect Rudolf Preiswerk (1896–1968), which took up just 3.5 square meters.

Fitted kitchens, rather than haphazardly juxtaposed furniture and appliances, were at the heart of progressive housing construction. They ensured efficient housekeeping by optimizing all kitchen-related processes. In 1930, the Basel Gewerbemuseum devoted an entire exhibition to this topic and also published an accompanying catalog. Erna Meyer (1890–1975), a pioneer of modern household management and kitchen consultant for the Weissenhof housing estate in Stuttgart, wrote the main catalog essay. Helene Haasbauer-Wallrath's poster, inspired by the New Typography, drew on the tenets of graphic modernism. It is characterized by a pared-down formal approach and color palette, while also opting to ignore capitalization conventions.

The hexagon configured as a spatial structure and set against a red backdrop emphasizes the kitchen's compactness and lightness. Although red wall and floor areas can be identified in the draft for a smaller version of the same poster, the poster in World Format retains only red outlines on a uniform white background. Haasbauer-Wallrath's iconic poster now features in the collection of the Museum of Modern Art in New York, among others. (Bettina Richter)

<https://www.eguide.ch/en/objekt/praktische-kueche/>