



Werbeprospekt, RWD (Zeichenmaschinen) – Reppisch-Werk AG Dietikon-Zürich/Schweiz, 1962 (Entwurf 1959)

Gestaltung: Atelier Müller-Brockmann, Zürich, CH
Konzept: Josef Müller-Brockmann

Auftrag: Reppisch-Werke AG, Dietikon, CH
Donation: Shizuko Yoshikawa (Archiv Josef Müller-Brockmann)

Eigentum: Museum für Gestaltung Zürich / ZHdK

For decades, the Atelier Müller-Brockmann was responsible for coordinating the visual identity of the company Reppisch-Werke AG in the Zurich district of Dietikon. The studio crafted a series of advertisements with a factual yet appealing look designed to motivate serious trade professionals to purchase expensive machines. A colorful brochure series for drafting machines was also included.

Atelier Müller-Brockmann's biggest account from 1953 until the mid-1970s was Reppisch-Werke AG (RWD), in Dietikon in Zurich. They produced adjustable school furniture, complex kitchen and drafting machines, as well as building components, distributing their products worldwide. Müller-Brockmann revised the RWD logo and designed the grid-based templates for stationery and advertising materials. His studio, which employed graduates from the Zurich photography course as well as from his former graphic design class from 1960 onward, designed numerous advertisements and brochures for RWD in accordance with his standard templates. In a series of

brochures for RWD drafting machines, the cover motif varies in color. It consists of a movable machine arm with a pen holder shown hovering over a circular protractor. The movement effect is achieved by superimposing several graduated machine arm silhouettes using the photogram technique and fitting them onto the tinted photograph of the circular protractor. With the help of the layout grid, the photographically complex motif can be transferred easily to other brochures in the series; the grid also helps in the placement of the title and tables on the back side of the brochure. Nonetheless, as Müller-Brockmann wrote in his 1961 textbook, the grid is no guarantee of a good result. Its application must be practiced, and each task requires a separate grid network with optically weighted elements. (Barbara Junod)

<https://www.eguide.ch/en/objekt/rwd-zeichenmaschinen-reppisch-werk-ag-dietikon-zuerichschweiz/>