



Plakat, Saffa 1958 Zürich, 1958
Erscheinungsland: Schweiz
Gestaltung: Nelly Rudin
Auftrag: Schweizerische Ausstellung für Frauenarbeit, SAFFA, CH
Material / Technik: Offset
127 × 90 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK

In 1958, the Swiss Exhibition of Women's Work (SAFFA) once again presented female labor in everyday family life, in a professional context, and in the worlds of science and art. Nelly Rudin (1928–2013) paid tribute to contemporary women in her pared-down graphic design for the exhibition poster.

SAFFA was launched in 1928 by various women's associations to draw attention to the precarious situation of women in the workforce. Thirty years after the inaugural show, a central goal was to promote equal rights and reflect on gender roles. All the graphic work for the event was created by female graduates of the Allgemeine Gewerbeschule Basel (General School of Applied Arts in Basel).

A sculpture of an archaic mother deity in the background of Nelly Rudin's poster is echoed by a portrait of Monika Brügger (b. 1932) in the foreground. Brügger was the only woman among a large number of men to receive her architecture diploma from the 1957 graduating class at ETH Zurich. Her short hair and open face, entirely free of makeup, are emblematic of modern, autonomous women, as in the poster Hermann Eidenbenz (1902–1993) designed in 1946 to promote

female suffrage. Integrated into a strict geometric grid, Rudin thus illustrated the evolution from early civilization to the present day. Heidi Soland designed the logo for SAFFA in 1958, devising a sober, elegant interpretation of the Venus symbol. (Bettina Richter)

<https://www.eguide.ch/en/objekt/saffa/>