

Plakat, Sonnenschutz Bi Oro, 1941
Erscheinungsland: Schweiz
Gestaltung: Niklaus Stoecklin
Auftrag: Ciba AG, Basel, CH
Material/Technik: Lithografie
127.5 x 90 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK



Niklaus Stoecklin (1896–1982) was the undisputed master of the so-called object poster, which dominated Swiss product advertising from the 1920s to the 1950s. At a time when brand-name articles were proliferating on the shelves of the first self-service stores, the detailed reproduction of the product packaging was a prime advertising strategy. Even the most mundane sunscreen tube could be made to emanate a surreal magic and seductive power.

A pair of sunglasses and a tube of sunscreen play the main roles in Niklaus Stoecklin's 1941 poster. Shown larger than life, the physical, sensual depiction invites viewers to reach out and touch their materiality. The luster and reflections across the surfaces of the sunglasses enhance this illusionistic effect. The reflected window is a recurring motif in the object posters of the period, serving to bring the outdoors into the intimate inner world of things. While in the early picture posters around the turn of the century beautiful people attested to the quality of the promoted products, the object poster made do without any human figures. A slogan was equally unnecessary as a device for advertising the first brand-name products, because the

packaging spoke for itself and guaranteed universal comprehension of the content. Stoecklin, one of the main exponents of this Basel poster style, along with Donald Brun (1909–1999), Herbert Leupin (1916–1999), and Peter Birkhäuser (1911–1976), elevated everyday utilitarian objects to the status of icons and imbued them with a mysterious life of their own. The crossed diagonals of the sunglasses and the tube before a dark ground convey a dynamic tension. Stoecklin repeatedly used this compositional trick, for example in his famous poster for Binaca toothpaste. The painted templates were reproduced through lithography, thus retaining their vibrant and beguiling colors. (Bettina Richter)

<https://www.eguide.ch/en/objekt/sonnenschutz-bi-oro/>