



Walter Herdeg's (1908–1995) sun is arguably the world's first logo for a holiday destination. Together with the slanted lettering of "St. Moritz," likewise promptly trademarked, this sun made the graphic designer the touchstone in destination marketing for future generations. Through his early use of photography, Herdeg, together with the graphic designer Herbert Matter (1907–1984), pioneered a new aesthetic in the tourism poster of the prewar years.

Walter Herdeg's poster dates from 1937. St. Moritz made history that same year when the spa's director of tourism Walter Amstutz (1902–1997) patented the sun symbol in four variants as a trademark. Complemented by the name of the town in varying colors, St. Moritz thus became the first tourist destination anywhere in the world to have its own visual identity. In previous years, Herdeg had already combined the sun emblem and the dynamic lettering with hand-colored photographs to create enticing posters. This poster captivates with its pyramidal composition, which emanates from the sun and is continued by its rays. The snowflakes used as stars and

the shadow cast by the baskets of the ski poles on the woman's right upper arm further reinforce the ornamental playfulness of the image. Unlike most of his contemporaries, who celebrated the beauty of nature and picturesque settings in vividly colored lithographs, Herdeg focused entirely on people. As a so-called testimonial, this poster attests to the quality of the advertised product—a strategy used from the beginning in consumer posters. The radiant face of the young woman tells of the joy of a winter vacation in St. Moritz, a pleasure that was already widely known in 1864: Herdeg's original poster from 1934 alludes to the fact that the first international tourists came from England by featuring an English Bobby in a snowy landscape. (Bettina Richter)

<https://www.eguide.ch/en/objekt/st-moritz/>