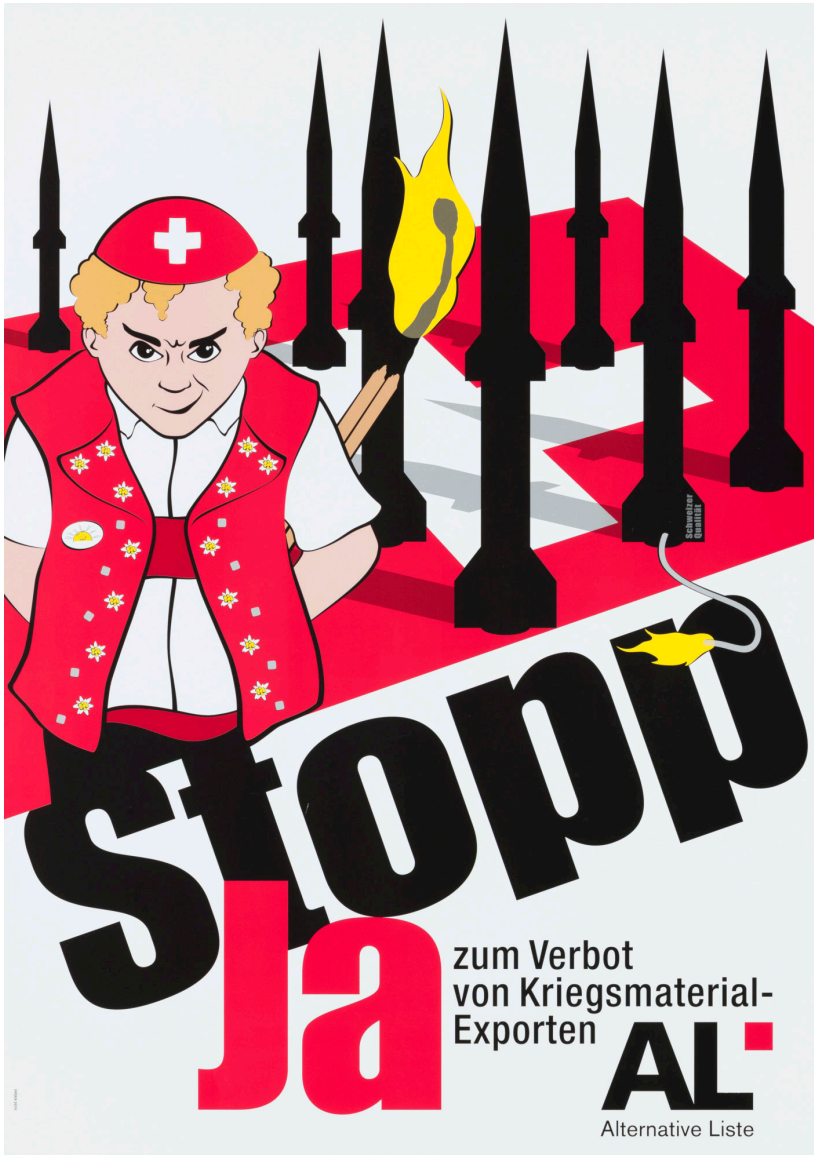


Poster
Stopp – Ja zum Verbot von Kriegs-
material-Exporten

Christof Nüssli, Severin Egli
2009

Plakat, Stopp – Ja zum Verbot von Kriegsmaterial-
Exporten, 2009
Erscheinungsland: Schweiz
Gestaltung: Typosalon / Christof Nüssli, Severin Egli
Auftrag: Alternative Liste, AL, Zürich, CH
Material / Technik: Lithografie
59.5 × 42.5 cm
Donation: Christof Nüssli
Eigentum: Museum für Gestaltung Zürich / ZHdK



In 2009, the “yes” from Swiss citizens to the ban on building new minarets generated much criticism from far beyond the country’s borders. Christof Nüssli (b. 1986) responded to the much-discussed poster by the Goal advertising agency with an intelligent satire that addressed a referendum voted on the same day.

With their memorable visual imagery in the comic style, which relies on a small number of colors and a simplified black-and-white argumentation, the posters of the Schweizerische Volkspartei (SVP, Swiss People’s Party) are highly recognizable. Migrants are a recurring motif, portrayed as a threat to Swiss unity and national prosperity. The “yes” poster for a ban on the construction of new minarets shows a Muslim woman in a niqab in front of a Swiss flag covered in minarets. The formal resemblance of the minarets to rockets was the subject of particularly strong criticism. Christof Nüssli’s poster supporting a ban on munitions exports emulates the composition of the original but replaces the female figure with a maliciously grinning young Swiss alpine herdsman

holding a lit match. By replicating the vocabulary and style of the SVP’s referendum poster, Nüssli made the connection between the topics of migration and munitions exports, thus shining a direct spotlight on the political context. (Bettina Richter)

<https://www.eguide.ch/en/objekt/stopp-ja-zum-verbot-von-kriegsmaterial-exporten/>

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