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(Plagiat des Magazins Playboy)
Umschlaggestaltung: Hans-Rudolf Lutz
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In his cover series for the *Typografische Monatsblätter* in 1977, Hans-Rudolf Lutz (1939–1998) illustrates the manipulative power of graphic design. Among the ten covers, which he had conceived as plagiarized magazine covers, the Playboy imitation shows an especially high degree of alienation.

The trained typesetter Hans-Rudolf Lutz had already been teaching typography for thirteen years when in 1977 his cover series for the *Typografische Monatsblätter* (TM) was published. He designed the covers as plagiaries from other magazines. Lutz had already designed his first TM cover series in 1965, but at that time he was still experimenting with overprints in lead type. The 1977 series was something completely new because it was based on conceptual principles. Lutz praised the expressive TM covers Wolfgang Weingart had created in 1973 because they improve the comprehensibility of the cover text. Like his colleague, Lutz wanted to draw readers' attention to how the graphical appearance of a magazine always has an impact on the message and thus provides information that can be used to influence perception. This becomes very clear in the last cover of the 1977 series, which plagiarizes the men's

magazine *Playboy*. Its visual features—a woman with the *Playboy* bunny in shades of blue, as well as the bold red uppercase serif font—is perceived before the serious text content is read. If a *Playboy* buyer had been fooled by the TM imitation, he would have complained. Thus, the design had the potential to manipulate readers and, as Lutz regretted, this had already been exploited above all by sales and advertising psychologists. By means of visual alienation, Lutz aimed to raise the TM readers' awareness of these circumstances. Additionally, he presented in each issue the concept and success story of the magazine that he had plagiarized. (Barbara Junod)

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