



Several pieces of furniture and a lamp available for purchase at the Wohnbedarf store that opened in Zurich in 1931 are displayed in white areas cut out of a bright red background. In the upper left corner, Max Bill (1908–1994) himself, an architect, graphic designer, and artist, introduces the simple functionality of a folding table designed by Werner Max Moser (1896–1970).

When the architect Ernst F. Burckhardt (1900–1958) opened the first Wohnbedarf store on Claridenstrasse in Zurich, he hired the young Max Bill to design the company lettering. Bill devised the now legendary logo in broad lowercase letters with circular openings. This logo henceforward appeared on all graphical advertising materials used by Wohnbedarf AG. In Bill's poster, the company name appears in white set in a striking black bar, which begins at the left margin but is not carried through all the way to the right and overlays the connection between three organic white forms. These forms contain photos of a wardrobe, a reading lamp, and Werner Max Moser's (1896–1970) armchair, on which Binia Bill (1904–1988) is sitting. Binia, Bill's wife at the time and his studio partner, took

most of the photographs for printed advertising materials produced by the studio during those years. The asymmetrical placement of the white forms before a red surface, together with the likewise not exactly centered lettering, give the poster a lively dynamic. "Zurich," the location of the first shop, is prominently placed on a white background for high visibility. Bill's isolated and accentuated position in the upper left corner lends him an authority that seems to already anticipate his later importance. In another one of his famous posters from the same year, he used the letter O from his Wohnbedarf logo as a purely symbolic character. Rotated ninety degrees in the poster *Negerkunst* (Negro Art) for the eponymous exhibition at Zurich's Kunstgewerbemuseum, the letter takes on new impact. (Bettina Richter)

<https://www.eguide.ch/en/objekt/wohnbedarf-zuerich/>