



Plakat, Cinema Africa, 1997
Erscheinungsland: Schweiz
Gestaltung: Ralph Schraivogel
Auftrag: Museum für Gestaltung Zürich / ZHdK
Material / Technik: Siebdruck
128 x 90.5 cm
Donation: Ralph Schraivogel
Eigentum: Museum für Gestaltung Zürich / ZHdK

With his visually challenging posters, Ralph Schraivogel (b. 1960) helped make the Zurich film festival *Cinemafrica* one to remember. The zebra-striped pattern links the posters to the series, without the individual work losing its autonomy.

The year 1987 was the first in which an African movie was screened at Cannes. No movie from the African continent had ever before made it into European theaters. To address this situation, the film festival *Cinemafrica* was founded that same year and was held ten times until 2006, bringing African cinema to Zurich. Ralph Schraivogel designed eight posters for the event. Until the turn of the millennium, his posters were created without the aid of a computer; they were the result of a patient and protracted process, and were based on countless sketches. Schraivogel's *Cinemafrica* poster from 1997 puzzles the eye of the observer with its dense, shifting structures and superimposed layers. While the word "Cinema" stands out in glowing letters, the letters of the word "Africa" are closely meshed with the zebra pattern. Small stills from the film in the lower right-hand corner are only visible close up. The rhythm and dynamism of the poster represent the versatility and

vibrancy of an almost unknown cinematic culture. (Bettina Richter)

<https://www.eguide.ch/en/objekt/cinema-africa/>