

Poster
Für schöne Autofahrten die Sch-
weiz

Herbert Matter
1935



Plakat, Für schöne Autofahrten die Schweiz, 1935
Erscheinungsland: Schweiz
Gestaltung: Herbert Matter
Foto: Herbert Matter
Auftrag: Schweizerische Verkehrszentrale, SVZ, Zürich,
CH
Material/Technik: Tiefdruck
101 × 64 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK

Herbert Matter's (1907–1984) poster inviting people to discover Switzerland by car is one of the most fascinating examples of early photo-graphics. With the tourist posters it commissioned, the Swiss National Tourist Office already popularized in the 1930s a new and progressive aesthetic that would go on to shape international modernist graphic design after World War II.

A wide paved road that narrows as it recedes into depth occupies two-thirds of Herbert Matter's bold composition. It guides the viewer's gaze into the background, where the road proceeds to wind in serpentine curves through the hills. Behind it, the Doldenhorn peak rises up before a bright blue sky. Through the manipulation of the colors in the photograph, the design elements of sky, mountain, and road gain in contrast and intensity. The diagonally placed red text in the foreground lends the poster added dynamism. Matter's draft designs show the stages he went through in the process of devising this icon of international poster history. The contrast between the

straight road ensuring speedy progress and the winding route that must be taken to conquer the heights is an ideal way to convey the advertising message. At a time when the automobile was not yet widespread and even many tourist associations opposed private motorized transport, the Swiss National Tourist Office already decided to promote personal discovery of Switzerland by road. Matter's poster was distributed internationally and in different languages. His recourse to the national iconography and typical Swiss motifs was indispensable for reaching an international audience. It is to Matter's lasting credit that he was able to incorporate them in a whole new way into a modern graphic idiom. (Bettina Richter)

<https://www.eguide.ch/en/objekt/fuer-schoene-autofahrten-die-schweiz/>

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