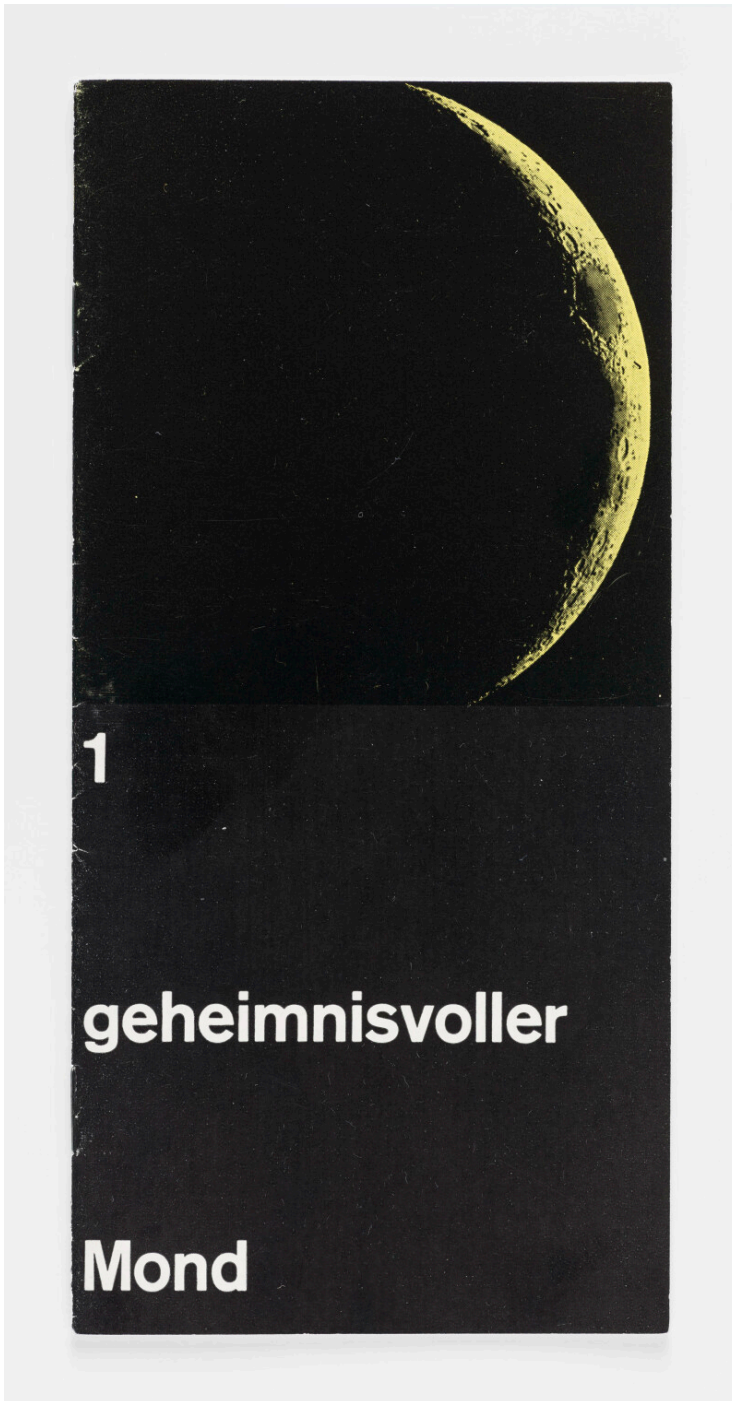


Advertising brochure
Geheimnisvoller Mond 1 – Me-
domin schlafbringend in der Nacht
beruhigend am Tag

Gérard Ifert
1952

Werbebrochüre, Geheimnisvoller Mond 1 – Medomin
schlafbringend in der Nacht beruhigend am Tag, 1952
Gestaltung: Gérard Ifert
Auftrag: J. R. Geigy AG, Basel, CH
Material/Technik: Papier, Buchdruck
21 x 10 cm
Donation: Gérard Ifert, Jörg Hamburger
Eigentum: Museum für Gestaltung Zürich / ZHdK



To this day, print advertising for prescription drugs does not target patients directly but rather the medical professionals who issue prescriptions. Certain brochures produced by the Basel pharmaceutical company Geigy enjoyed great popularity in doctors' waiting rooms because they were beautifully designed as well as interesting in content. One such example is the moon brochure series created by Gérard Ifert in 1952, which was sent to doctors as a reminder to prescribe the sleeping pill Medomin.

Doctors are regarded as well-educated and interested in culture. René Rudin, director of the Geigy propaganda department from 1941 to 1970, shared this view. Using company advertising that was both factually informative and artistically superior, he persistently tried to boost the medical professionals' demand for Geigy medications. This included

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advertising cards delivered in the mail, sample packages, and scientific publications with advertising interspersed with the articles. The tranquilizer and sleeping pill Medomin, which was launched in 1942, was an international best seller on into the 1960s, even though doctors had to be constantly reminded of it. Nothing was better for this purpose than sending staggered, personally addressed brochures that disclosed the secrets of the sleep-robbing moon in stages. The six enchanting brochures, designed by Gérard Ifert, contain philosophical, astronomical, and historical cultural views of the natural satellite that are designed to appeal to both the scientific concerns and aesthetic tastes of the typical doctor. Each one of the brochure covers shows a moon phase, accentuated by the recurring slogan "geheimnisvoller Mond" (mysterious moon) in Akzidenz-Grotesk typeface. The adjoining covers reveal a museum-gestaltung.ch
eGuide.ch
eMuseum.ch

photographic sequence of the waxing and waning moon, in the hopes that the doctor would want to save the complete series. The faces of women sleeping peacefully on the back of the brochures remind the doctor that Medomin helps to counter the insomnia-inducing force of the moon. (Barbara Junod)

<https://www.eguide.ch/en/objekt/geheimnisvoller-mond-1-medomin-schlafbringer-in-der-nacht-beruhigend-am-tag/>