

Poster  
Horalka (La ciociara)

Jaroslav Fišer  
1962



Plakat, Horalka (Originalfilmtitel: La ciociara), 1962  
Erscheinungsland: Tschechoslowakische Republik  
Gestaltung: Jaroslav Fišer  
Auftrag: Ústřední půjčovna filmů, Prag, CS  
Material / Technik: Offset  
41 × 29 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK  
Donation: Peter Leuenberger

In the Czechoslovakia of the early 1960s, one of the ways the social and cultural spirit of renewal expressed itself was in a new aesthetic. While Socialist Realism continued to dominate officially promoted art, movie posters became a creative playground.

The Constructivism and Surrealism of the prewar period, as well as contemporary international trends, had no place in the state art industry of the ČSSR. In applied art on the other hand, painters discovered space for artistic creativity where they could experiment with stylistic models. At the same time, foreign movies were conquering the theaters.

Vittorio De Sica's film *La ciociara* (*Two Women*) is based on a novel by Alberto Moravia. It tells of the fight for survival in fascist Italy of the beautiful Cesira, played by Sophia Loren, and her daughter Rosetta. Jaroslav Fišer (1919–2003) compresses the melodrama into an expressive image. In the background, the figure of Rosetta can be seen as a vertical extension of the column of text. The gaze, however, is drawn to the pained figure of Cesira in the foreground. The motif flung into the upper half of the poster in the fervent style of Tachisme reflects

her emotions and can also be read as a darkened sun.

<https://www.eguide.ch/en/objekt/horalka-la-ciociara/>

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museum-gestaltung.ch  
eGuide.ch  
eMuseum.ch