

Entwurf für Werbeprospekt, La Rinascente, 1957  
Illustration: Lora Lamm  
Auftrag: La Rinascente, Mailand, IT  
16.3 × 13.3 cm  
Donation: Lora Lamm  
Eigentum: Museum für Gestaltung Zürich / ZHdK



As a graphic designer for the La Rinascente department store in Milan, Grisons native Lora Lamm (b. 1928) developed her own illustrative style, which is far removed from constructive Swiss graphics. Her signature style results not only from her penchant for drawing but in large part from the need to appeal to a predominantly female audience, which she could reach more effectively with her charming illustrations in place of strictly functional graphics.

The graphic artist Lora Lamm, trained at the Kunstgewerbschule Zürich, worked from 1953 to 1962 in Milan—first at Studio Boggeri, then for the confectioner Motta, and from 1954 onward at the modern department store La Rinascente. There, under the direction of Max Huber (1919–1992), who had designed the new visual identity for La Rinascente, she designed the in-house magazine and all advertising materials for the sales exhibitions. When Huber left the department store in 1958, Lamm took over his post (until 1962). In contrast to Huber and other Swiss graphic designers in Milan, Lamm used an illustrative style that had little in common with the Swiss graphic constructivism. While this was

partly the result of her penchant for drawing, it was also due to the fact that the fashionable La Rinascente cultivated a mainly female clientele. With her playfully light and humorous graphics inspired by trendy department stores such as Macy's in the United States, Lamm succeeded in enchanting the customers. The oval springtime 1957 brochure *Primavera*, which announced La Rinascente's new products and events, is a good example of this. Each illustration, airy and precise at the same time, was designed with watercolor or opaque gouache in original size and then printed with the accompanying text inside using offset. The text accompanying the elegant young woman against a blue background is an ode to the eighteen-year-old embodying the spirit of springtime, who is wooed with special offers. (Barbara Junod)

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