

Poster  
Macht Ferien! Sammelt Kräfte für  
die neue Zeit!

Hans Erni  
1945



Plakat, Macht Ferien! Sammelt Kräfte für die neue Zeit!,  
1945  
Erscheinungsland: Schweiz  
Gestaltung: Hans Erni  
Auftrag: Schweizerische Verkehrszentrale, SVZ, Zürich,  
CH  
Material / Technik: Lithografie  
128 × 90 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK

At first glance, Hans Erni's (1909–2015) tourism poster from 1945 looks harmlessly quaint. It is only upon closer inspection that the explosive nature of this landscape representation becomes clear, which, in combination with its programmatic title, makes it a memorable document of its time.

As part of the push for the *Geistige Landesverteidigung* (spiritual national defense) during World War II, tourism posters emerged as a suitable vehicle for using idealized images of the "homeland" to manifest Switzerland's desire for self-assertion and to differentiate itself from neighboring countries. Hans Erni, who associated with the international avant-garde, was commissioned in 1939 to create a monumental mural for the "Landi," the Swiss National Exhibition, and this led to his becoming an official state artist.

However, his political convictions and his links to communist circles soon made him persona non grata. Erni's 1945 poster for the Gesellschaft Schweiz-Sowjetunion (Switzerland-Soviet Union Society) was banned. The *Macht Ferien!* (Take a vacation!) poster from the same year seems to prophetically

herald the Cold War, calling on people to gather their strength for the next conflict now that World War II was over. The lake, rendered in pale tones, is framed by dark, solid cliffs—the route to a peaceful future still seems remote. The sky is dominated by a cloud, which some contemporaries thought represented the outline of the Soviet Union. (Bettina Richter)

<https://www.eguide.ch/en/objekt/macht-ferien-sammelt-kraefte-fuer-die-neue-zeit/>

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