



Plakat, Serenaden 93, 1993
Erscheinungsland: Schweiz
Gestaltung: Rosmarie Tissi
Auftrag: Stadt Zürich, Präsidialdepartement, CH
Material / Technik: Siebdruck
128 x 90.5 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK

Rosmarie Tissi (b. 1937) is one of the few women in Switzerland to successfully establish a reputation in poster design early in her career. From 1992 to 2003, she created the posters for the Serenade Concerts held during summer vacations for many years in the garden of Villa Schönberg in Zurich.

Although she was trained in the Swiss Style, Rosmarie Tissi soon playfully relaxed its tight corset of rules. Her works are indebted to the clear graphic language of modernism, yet simultaneously display a bright, colorful palette and illustrative strategies. To promote the annual concerts of classical chamber music, Tissi created posters that break free of corporate design. Displaying the shared hallmarks of intense color and a geometric repertoire of forms, they draw the gaze even from a distance; detailed information on the concerts is only legible up close. In the design for Serenades 93, the large shapes evoke an evening ambience and suggest dramatic lighting and weather conditions. The typographic solution Tissi dreamt up to announce the individual performances illustrates her undogmatic relationship to the Swiss Style: the small printed text follows the curves of the cloud-like forms and

relieves them of their heft. The title of the event, set vertically on the right-hand side of the image, establishes a rigorous graphic contrast. (Bettina Richter)

<https://www.eguide.ch/en/objekt/serenaden-93/>