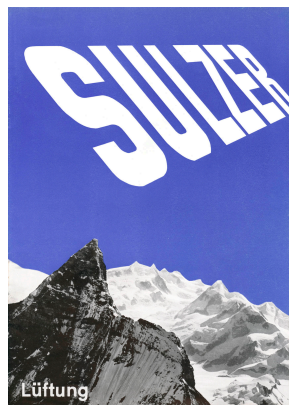




1



2

- 1 Zeitungsinsert, Sulzer – Heizung Lüftung, 1933–1934, Gestaltung: Anton Stankowski mit Hans Neuburg. Abbildung: Museum für Gestaltung Zürich / ZHdK.
- 2 Broschürenumschlag, Sulzer Lüftung, 1934, Gestaltung: Anton Stankowski. Abbildung: Stankowski-Stiftung.

The perspectival Sulzer wordmark, which passes by like a cumulus cloud and represents the symbol for pure air, is probably an invention of the German graphic designer Anton Stankowski (1906–1998), who used it for the first time in 1934 on the cover of a Sulzer brochure for ventilation systems. However, it is based on a two-dimensional wordmark developed around 1933 with the Zurich native Hans Neuburg (1904–1983).

In 1932, Hans Neuburg received a commission to completely redesign the advertising materials for the products of the heating and ventilation department at Gebrüder Sulzer in Winterthur. Since this was his first advertising job for an industrial enterprise, for the graphics he hired the industry expert Anton Stankowski, whom he knew from Zurich's Max Dalang advertising agency. Neuburg had worked there until 1929 as a copywriter, while Stankowski had worked until 1933 as a photographer and graphic artist. The two first subjected Sulzer's printed materials and advertisements to a detailed analysis, and then updated them by introducing the unpretentious wordmark and the consistent application of the Akzidenz Grotesk typeface, one of the "cleanest" sans-serif

fonts. This way, the company received an avowedly clear and "uniform look" with a "special character." The cover Stankowski designed for a brochure on ventilation systems was a trailblazer in the further development of the wordmark: over a snow-white mountain landscape, a synonym for clean air, the perspectively modified Sulzer wordmark floats in the blue sky like a white cumulus cloud. After 1934, it was also applied to other advertising media, and later replaced the two-dimensional wordmark. It was applied variably, with or without a frame, in negative or positive. To what extent the Sulzer wordmark's conception is attributable to Neuburg is unclear. What is certain is that the collaboration with Stankowski paved the way to his career as a designer. (Barbara Junod)

Reinzeichnung perspektivisches Logo, Sulzer, 1933  
Gestaltung: Anton Stankowski mit Hans Neuburg  
Auftrag: Gebrüder Sulzer AG, Winterthur, CH  
Material/Technik: Halbkarton; Gouache mit weisser Deckfarbe für Korrekturen;  
Farbstift-Notiz  
14.8 x 20.9 cm  
Donation: Till Neuburg  
Eigentum: Museum für Gestaltung Zürich / ZHdK

<https://www.eguide.ch/en/objekt/sulzer/>  
[museum-gestaltung.ch](https://www.museum-gestaltung.ch)  
[eGuide.ch](https://www.eguide.ch)  
[eMuseum.ch](https://www.emuseum.ch)