

Poster
Vacaciones de reposo en Suiza

Alois Carigiet
1953



Plakat, Repos et détente en Suisse, 1953
(Sprachvariante des ausgestellten Objekts)
Erscheinungsland: Schweiz
Gestaltung: Alois Carigiet
Auftrag: Schweizerische Verkehrszentrale, Zürich, CH
Material / Technik: Lithografie
102 × 64 cm
Donation: Schweiz Tourismus, Zürich, CH
Eigentum: Museum für Gestaltung Zürich / ZHdK

With his classic poster from 1953, Alois Carigiet (1902–1985) created a timeless image of rest and relaxation. The serenity of the woman lying in a deckchair, for whom even reading is too much effort, is reflected in the atmospheric and harmonious landscape.

The children's book *Schellen-Ursli (A Bell for Ursli)* from 1945 is still one of the most widely read picture books in Switzerland. The story, which was written by Selina Chönz (1910–2000) and can be seen as symbolic of a world that remained isolated and intact even in the midst of war, was illustrated by Alois Carigiet in his typical sketch-like style. A draft sketch that Carigiet later adapted for his tourism poster dates from the same year. Spared involvement in the hostilities of war, post-1945 Switzerland was able to quickly resume the success it had achieved in tourism in the 1930s, and was soon welcoming international visitors again. Not only does Carigiet's poster promise personal leisure and recreation, but the landscape image also functions in its idyllic purity as a counterpoint to the destruction of war elsewhere. It thus also awakens a longing for a place unaffected by the horrors of global politics. The red,

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protective sunshade recalls Augusto Giacometti's famous Graubünden poster from 1924. (Bettina Richter)

<https://www.eguide.ch/en/objekt/vacaciones-de-reposo-en-suiza/>

museum-gestaltung.ch
eGuide.ch
eMuseum.ch