

Poster
Zakon i Dolg – Amok (Amoki)

Grigorij Il'ič Borisov, Nikolaj Petrovič
Prusakov
1927



Plakat, Zakon i Dolg – Amok (Originalfilmtitel: Amoki),
1927

Erscheinungsland: Sowjetunion

Gestaltung: Nikolaj Petrovič Prusakov, Grigorij Il'ič
Borisov

Auftrag: Sovkino, Moskau, SU

Material / Technik: Lithografie

104 × 69 cm

Eigentum: Museum für Gestaltung Zürich / ZHdK

With his bold graphic works, Nikolai Petrovich Prusakov (1900–1952) revolutionized poster art. Often working in collaboration with Grigori Ilyich Borisov (1899–1942), he designed movie posters that translated the new visual experience of moving cinema images onto static surfaces.

In the 1920s, the advent of cinematic art in the young Soviet Union led to a radical break with traditional forms of perceptual experience and design. The innovative technique expressed in exemplary form in the montage films by Sergei Mikhailovich Eisenstein (1898–1948) was applied to poster art by young Constructivists in the orbit of the brothers Georgii Augustovich Stenberg (1900–1933) and Vladimir Augustovich Stenberg (1899–1982). The Stenberg brothers themselves designed some 300 movie posters that use experimental means to suggest rhythm and dynamism.

More radical still are the posters designed by Nikolai Petrovich Prusakov. With their grids, motion diagrams, and the alternation between faces painted in a photo-illusionistic style and very detailed still photographs, they broke with conventional imagery. His poster for the movie *Amok* is a good example.

Here, the rotating color and black-and-white film strips are divided into individual segments to become one single oscillating surface. (Bettina Richter)

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