



Plakat, Zermatt, 1908
Erscheinungsland: Schweiz
Gestaltung: Emil Cardinaux
Auftrag: Publizitätsdienst der SBB, Bern, CH
Material / Technik: Lithografie
104 x 72.5 cm
Donation: Schweiz Tourismus, Zürich, CH
Eigentum: Museum für Gestaltung Zürich / ZHdK

Today, Emil Cardinaux's (1877–1936) famous homage to the Matterhorn is just as iconic as the mountain itself. By minimizing detail and focusing on the main motif, Cardinaux rang in the modernist era in Swiss poster design.

In Switzerland as elsewhere, fine artists set off new trends in poster art and helped to develop rules specific to the medium. But this took place several decades later than in neighboring countries. Realistic images dominated tourism posters at the turn of the last century, often with the train schedule included as well as detailed *veduta*.

Emil Cardinaux's Matterhorn poster from 1908 broke with this narrative tradition to instead rely entirely on the monumental depiction of the distinctive peak. With its formal austerity, strong outlines, and emphasis on the picture surface, the poster picked up on elements of Japanese woodcuts. The anti-naturalistic color scheme is also striking. However, Cardinaux failed in 1914 in his attempt to use the poster to popularize progressive avant-garde tendencies in art. His "green" horse poster for the Swiss National Exhibition in 1914 met with vehement protest among specialists and laypeople

alike. His later posters offer a more idealized image of the "homeland," brought to life by the inclusion of figures. (Bettina Richter)

<https://www.eguide.ch/en/objekt/zermatt/>