

WELTFORMAT 15
Poster Festival Lucerne
26.9. – 4.10.



Overview

The seventh annual Lucerne poster festival continues with the tradition of Swiss tourism posters. In collaboration with well-known poster designers and students from the Lucerne School of Art and Design, this genre is being brought back to the present without shying away from comparisons with the originals from the 19th and 20th century.

“Anschlag – Berlin” examines the noteworthy diversity of contemporary poster design from the German capital’s design scene – curated by Fons Hickmann and Sven Lindhorst-Emme. The exhibition also focuses on young designers from South Korea, whose work is currently attracting international attention.

The 20 posters which made it to the final of the international student competition provide a visual scandal as per the focus of the competition. Exclusively to Switzerland once again, all the prize-winners of the “100 best posters – Germany Austria Switzerland” can be seen. The festival programme is being expanded to include posters from the cinema Xenix Zurich, who since 1981 has portrayed more than simple advertising materials. Finally, the designer of this year’s festival poster, Melchior Imboden, presents a selection of work from his decades-long career as poster designer and photographer.

Visual Scandal – International Student Competition

Ⓜ Theaterplatz in front of Luzerner Theater

Weltformat has announced, for the fifth year running, a competition for students. The subject: visual scandal. True to the quote from Raymond Savignac “l’affiche est un scandale visuel” (The poster is a visual scandal), different possibilities of attracting attention should be examined.

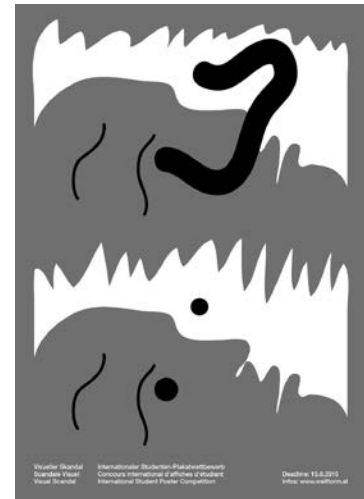
As well as 1500CHF prize money, there is a national poster campaign courtesy of APG|SGA.

Under the direction of graphic designer Claude Kuhn, a jury has selected 20 promising posters for the final from over 950 competition entries submitted by 450 students.

The winning poster design will be announced at the opening of the festival at the Kornschütte on the 26th September 2015 at 6pm.

Jury: Claude Kuhn (Kehrsatz), Paula Troxler (Zürich), Daniel Peter (Luzern), Nina Wagner (Bern), Bruno Niederberger (APG|SGA)

Partners: APG|SGA, AWP, Plakatif



Call for entries poster by
Jesse Katarbawa, Montreal CAN

100 best Posters 14 – Germany Austria Switzerland

① Kornschütte, Kornmarkt 3

The competition "100 best posters – Germany Austria Switzerland" was announced for the 14th time on an international scale and is said to be an important institution of current poster design. Numerous graphic designers, students of graphic design at colleges and universities, agencies, offices as well as purchasers and printing companies take part each year. This year there have been 575 entrants with over 1800 posters. The 100 winning posters and poster series, of which 51 come from Switzerland, are selected by a jury under the guidance of Richard van der Laken. Weltformat has held this exhibition now for the 12th time exclusively in Switzerland.



Poster by Daniel Wiesmann



Poster by Till Lauer

Jury: Richard van der Laken (NL Amsterdam), Christof Nardin (A Vienna), Jiri Oplatek (CH Basel), Prof. Nicolaus Ott (D Berlin), Ariane Spanier (D Berlin)



Poster by Nina Wagner

Tourism Posters

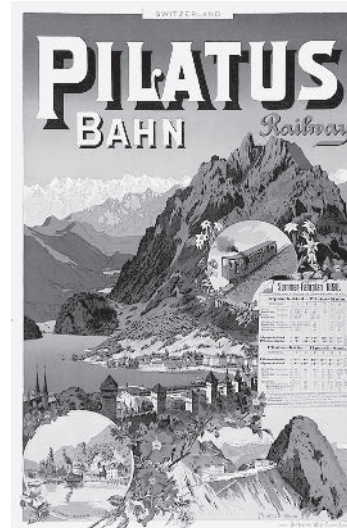
⑥ Kunsthalle, Bourbaki, Löwenplatz 11

200 years of tourism in central Switzerland. This anniversary, Weltformat is taking as an opportunity to refresh the genre of tourism posters. Together with the Lucerne School of Art and Design and the Swiss Museum of Transport, we organised an exhibition in which fresh and historical tourism posters come together.

The history of Swiss posters began in essence with the tourism poster. For decades, the poster represented Switzerland in an emotional and influentially creative way to the outside world and to this day has not lost any of its charisma.

Instead of stylishly designed posters of decades past, photographic posters are produced nowadays supported by many more advertising concepts and visual appearance. In our exhibition, 24 well-known poster designers and 12 students of the Lucerne University of Applied Sciences and Arts have dared to breathe life into this theme. The exhibition aims to show that the creative freedom leads to surprising and emotionally stronger results.

At the same time, we are exhibiting a selection of historical tourism posters from the collection of the Swiss Museum of Transport in the art gallery.



Historical tourism poster by Johannes Weber, 1898

Project team: Anna Haas, Erich Brechtbühl, Klaus Fromherz, Martin Geel, Megi Zumstein

Partners: Verkehrshaus der Schweiz, Hochschule Luzern – Design & Kunst, Multireflex



Fresh tourism poster by Bureau Collective, St. Gallen

Anschlag – Berlin

③ Erfrischungsraum & Kapelle, Rössligasse 12

The exhibition brings together a summary of ambitious, contemporary posters from designers who are active in Berlin. 100 posters in line with the current zeitgeist and in particular the design scene in Berlin will be on display from newcomers and well-known design studios such as Cyan, LSD, HeSign, EPS51, Ruddigkeit, Ariane Spanier, Fons Hickmann m23, Surface and many more. The exhibition's curators, Fons Hickmann and Sven Lindhorst-Emme who both are well-known poster designers, would like to bring a large spectrum of creative work which originated in Berlin to the outside world with this exhibition. The choice comes down to artwork which cross the imaginary border of art and design. With regard to the poster, the curators hazarded the theory "From art, to new objectivity, to new art".

Curation: Fons Hickmann & Sven Lindhorst-Emme



Poster by Cyan



Poster by Donnie O'Sullivan



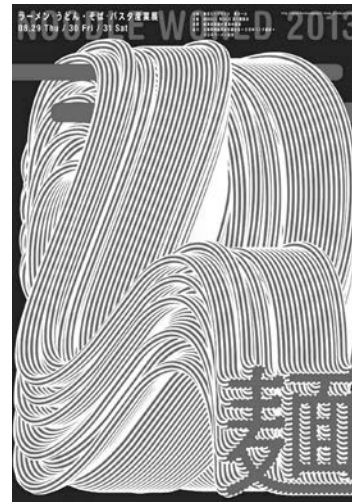
Poster by LSD

Kill the Fathers: Posters from South Korea

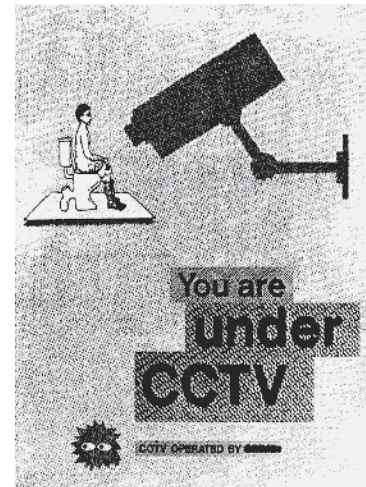
④ Zwischenzeitraum, Neustadtstrasse 6

«Switzerland was our father. When only glancing at Japan claimed us badges and rule the town, Switzerland seemed like the perfect cheat sheet to lead us into the future. We all believed in it, and never doubted. Like a piece of sweet addictive chocolate, we never voiced a second thought. Switzerland seem like an exquisitely organized train ticket and we tried to be like them. (Could not be, and should not be...) We read Jan Tschichold and memorized Weingart. At some point, armbands were worn on our arms as an order. Every child sang of Switzerland. We spent a while like this. There became anxious as the armbands grew weaker, and some of us left home. However, most of us hypnotized ourselves and others into thinking that the armbands were still valid. Those whom left home returned for the Netherlands, and this addicted them quicker than Switzerland. Under the Dutch, the new father, Switzerland looked small and old. The chocolate was no longer sweet. Like this, we situated and framed ourselves in Switzerland and the Netherlands for the past 20 years. All unfitted thoughts got cut out, and the ability to think something new got castrated as whole. We all became of the same color, same appearance. We must kill our father. Not to get a new father, but to define our authentic voice.» Kim Do-hyung, curator of the exhibition, Seoul Weltformat shows exclusively contemporary posters from South Korea from well-known and also upcoming designers.

Curation: Kim Do-hyung



Poster by Byung-rok Chae



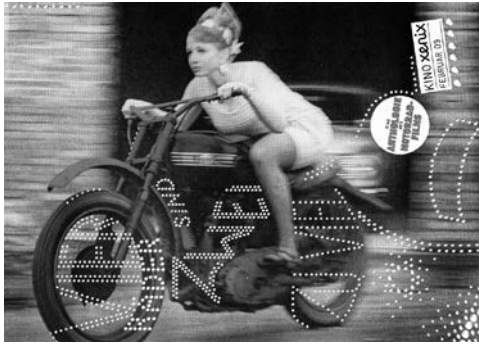
Poster by Kim Do-hyung

Xenix Cinema Posters: 1981–2015

⑥ Galerie Neusicht im Neubad, Bireggstrasse 36

The importance of the cinema Xenix in Zurich as a venue of independent and dedicated films is unique far beyond the border of the Zurich cultural landscape. Like the cinema programmes, the posters which have been developed for film series and retrospectives since 1981, are equally unusual and non-conformist. Meanwhile, more than 300 posters from 120 designers, which sometimes are interpretations, sometimes political statements or sometimes just for the sense of beauty, have been printed. According to Niklaus Troxler, “the Xenix posters dance in comparison to conventional film posters from the series. They could not be any more different. Essentially, for them it is all about the authors’ posters.” The exhibition brings together highlights from the Xenix poster history spanning 30 years which completely document the programme work of the film club impressively and are now a part of design history themselves.

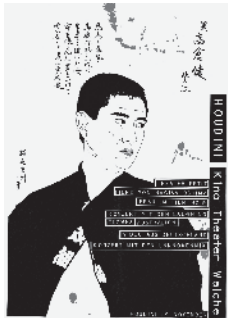
Curation: Cornelia Diethelm, Sabina Albanese



Poster by Trix Barmettler, 2009



Poster by Kristin Irion, 1990



Poster by Alfred Messerli, 1983

Melchior Imboden

⑦ Galerie Tuttiart, St. Karliquai 7

“The posters of photographer and graphic designer Melk Imboden are bound to the Swiss tradition of new graphic which is very much alive, as propagated by Josef Müller-Brockmann, Hans Neuburg, Richard Paul Lohse, Carlo Vivarelli and Max Bill in the 1950s and 1960s. At the same time, however, Melk Imboden commits himself to an individual handwriting. It is an expression of a personal access to content and topic of a design task. His posters are recognisable through a strong rhythmic motion of colour accentuated, suggestive shapes. They primarily form a constructive orientated organisation principle.” Anita Kühnel, curator of the collection Poster and Advertising Art at the Kunstbibliothek in Berlin. Melchior Imboden is the designer of our festival poster this year. In his exhibition, he showcases posters and photographs from his series “Designer Portraits”.



Publications

Poster Tribune: Weltformat 15

Official festival publication
12 Pages (3 Posters)
Size: folded 330 x 475mm,
unfolded as a poster: 660 x 950mm,
Offset
Price 10 CHF



100 best Posters 14

Publisher: Hermann Schmidt
216 pages including all 100 winning posters
Size 210 x 240 mm
Price 50 CHF



Anschlag - Berlin

Editors: Fons Hickmann,
Sven Lindhorst-Emme, Weltformat
Publisher: Seltmann+Söhne
144 pages
Size 200 x 270 mm
Price 40 CHF



Kino Xenix Plakate: 1981-2013

Editors: Filmclub Xenix, Sabina Albanese,
Cornelia Diethelm
Publisher: Applaus Verlag
144 pages with 60 A2 posters
Size: 360 x 470 mm
Price 58 CHF

The publications are available
in the exhibitions

Our Association

If you would like to support the medium of posters, become a member of the Weltformat association. The organisation is at an early stage, requires financial support and offers members the opportunity to actively shape the future of posters in Switzerland. With your annual membership fee (poster lovers: 100 CHF, studios/companies/associations: 250 CHF), you are making it possible for the Weltformat poster festival to be able to take place each year. Further information and registration can be accessed at www.weltform.at

Our members

Sabina Albanese, Thierry Blancpain (Grilli Type), Patrick Bonato, Erich Brechbühl (Mixer), Boris Brumnjak, Franziska Bründler (Design schenken), Tobias Bünter, Fabienne Burri (C2F), Philipp Clemenz, Demian Conrad, Stephanie Cuérel, Dorothee Dähler, Xavier Erni (Neo Neo), Silvia Francia (Atelier BLVDR), Richard Frick, Klaus Fromherz (Peng Peng), Fabian Fuchs, Yannick Gauch, Martin Geel (Peng Peng), Monika Gold (Hochschule Luzern - Design & Kunst), Anna Haas, Thuy-An Hoang (Neo Neo), Melchior Imboden, Martin Infanger, Dani Klausner, Tobias Klausner (Fachklasse Grafik Luzern), Alice Kolb, Annick Kronenberg, Michael Kryenbühl (Johnson/Kingston), Kaj Lehmann, Noël Leu (Grilli Type), Raphael Leutenegger, Peter Moser, Reto Moser, Thomas Müller (Neeser & Müller), Sebastian Navarro, Bruno Niederberger (APG|SGA), Mauro Paolozzi, Daniel Peter, Felix Pfäffli, Mathis Pfäffli, Fredy Prack, Tania Prill, Dashenka Prochazka, Reflector Visuelle Gestaltung, Andreas Renggli, Cybu Richli (C2F), Bettina Richter (Museum für Gestaltung Zürich - Plakatsammlung), Patrick Rohner, Werner Schaller, Josh Schaub, Jimmy Schmid, Marco Schmidiger (Modul), Raphael Schoen, Urs Strähli, Mario Suter, Syndicom, Annik Troxler, Niklaus Troxler, Paula Troxler, Dieter Tschudin, Jacques Uldry (Serigraphie Uldry), Esther Unternährer, Remko van Hoof, Fridolin Von Ah (Von Ah Druck), Stephan Walter, Amadeus Waltenspühl, Martin Woodtli, Kurt Würmli (Plakatsammlung Basel), Christian Zimmermann (AlpenPlakat), Megi Zumstein (Hi)

Thank you

Thank you very much for the support
APG|SGA Out of Home Media
Modul Kultwerbung
Serigraphie Uldry, Hinterkappelen
Von Ah Druck, Sarnen
AWP, Kriens
Plakatif, Stans
Multireflex, Luzern
Verkehrshaus der Schweiz
Hochschule Luzern - Design & Kunst
Fachklasse Grafik FMZ Luzern
Syndicom - Gewerkschaft Medien
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Casimir Eigensatz Stiftung
Neubad
Kunsthalle Luzern
Galerie Tuttiart
All Supporters



Program

Opening day

Sa 26.9.

Introductions

15 h ☉ Kunsthalle

16.30 h ☉ Rössligasse 12

Festival opening

18 h ☉ Kornschütte

Award ceremony of the student competition and the 100 best posters 14

Weltformatbar

from 20 h ☉ Neubad Bistro

Grafikbazar

So 27.9. 12 until 18 h

☉ Neubad Pool

With breakfast opportunity in the Bistro

Symposium

Di 29.9. 10 until 18 h

☉ Neubad

Lectures and podium discussions about our festival focuses tourism posters, Berlin and Korea

Reservations: symposium@weltform.at

Partner: Syndicom

following 20 h

K.TV - The music video bar v.2

Grafic design special

Weltklasse

Mi-Fr 30.9. - 2.10.

☉ Rössligasse 12

Workshops with Cyan (Daniela Haufe and Detlef Fiedler), Berlin

Registration: weltklasse@weltform.at

In collaboration with

Fachklasse Grafik Luzern

Final Party

Fr 2.10. 22 h

☉ Neubad Bistro

More informations about the program on www.weltform.at

Exhibitions

- ① **Kornschütte**
100 best Posters 14 –
Germany Austria Switzerland
- ② **Theaterplatz**
Visual Scandal – International
Student Competition
- ③ **Rössligasse 12**
Anschlag – Berlin
- ④ **Zwischenzeitraum,
Neustadtstrasse 6**
Kill the Fathers: Posters from South Korea
- ⑤ **Neubad, Bireggstrasse 36**
Xenix Cinema Posters: 1981-2015
- ⑥ **Kunsthalle, Bourbaki**
Tourism Posters
- ⑦ **Galerie Tuttiart, St. Karliquai 7**
Melchior Imboden

Poster: Melchior Imboden
Layout: Noël Leu & Erich Brechbühl
Map: Raphael Schoen
Font: GT Walsheim, www.grillitype.com
Print: Von Ah Druck, Sarnen
Paper: Edixion 100gm² by Antalis



Opening hours
everyday 12 – 18 h
free entry

WELTFORMAT 15

26.9. - 4.10.2014