

Museum  
für Gestaltung  
Zürich  
Freundeskreis

Edition 2015



Estate e moda, La Rinascente, 1959

Lora Lamm

Offset / Letterpress print, 2015

DruckArt Riehen, Markus Ammann

Edition of 100

35 × 25 cm

signed by the artist

CHF 400 / 320 (members) framed

CHF 180 / 144 (members) unframed

available in the shops / the eShop

Poetry, humor, and low-key colorfulness are the distinguishing features of the work of Lora Lamm (b. 1928). Her advertising illustrations in the 1950s created a distinctive visual identity for both the Milan department store La Rinascente and the rubber manufacturer Pirelli. With her carefully orchestrated use of photography, graphics, and typography, Lamm displayed an independent approach to progressive graphic design in the postwar period. She is thus a border-crosser between Italy and Switzerland, between illustration and graphics, between past and present. Her timeless images still fascinate a young audience today with their original way of conjoining solid Swiss technique with an individualistic, playful touch that betrays Italian influences as well.