

# Swiss Graphic Designer continues from "Expo 64" to New York World's Fair

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## SWISS GRAPHIC DESIGNER CONTINUES FROM "EXPO '64" TO NEW YORK WORLD'S FAIR

Franz Fässler, teacher of graphic design and decorative art at the School of Applied Arts in Zurich, is the artist responsible for the prize-winning poster "Switzerland of tomorrow welcomes you" issued jointly by the Swiss National Exhibition and the Swiss National Tourist Office to publicize the "Expo '64" abroad. Some 30,000 copies of this artistic poster, a clever combination of colour photographs in a vision of the growing exhibition in Lausanne-Vidy, on the Lake of Geneva, were distributed in the whole world by SNTTO and its foreign agencies. Thus, the highly effective new means of expression on its Swiss originator attracted the attention of the organizers of "Wonderworld", the festival which is to be staged at the Amphitheater of the New York World's Fair during 1964/1965. Franz Fässler has been asked by the theatre management to submit his ideas and designs for its own advertising campaign.

[S.N.T.O.]

## A REVOLUTIONARY TURBINE-PUMP IN SWITZERLAND

A big Geneva engineering firm recently produced a 10,000 kW. turbine-pump for a difference in level of about 1,300 feet, to be installed in the Robiei power station in the Ticino (Switzerland). This machine has been given the name "ISOGYRE" because it rotates in the same direction regardless of whether it is working as a turbine or as a pump. In this way, it is possible to design the blades of the wheels for maximum efficiency, something that is impossible with reversible turbine-pumps with which one has to make do with a compromise between the operating conditions of a turbine and a pump.

When the turbine is working, the pump wheel idles. The reverse is the case when it is the pump that is working.

Owing to the constant direction of rotation, it is possible to switch very quickly from one type of operation to the other, an advantage particularly appreciated by energy producers for the absorption of surpluses (pumping) or the meeting of peaks (turbine).

[O.S.E.C.]

## A SWISS INNOVATION IN THE AUTOMATIC CONTROL OF HEADLIGHTS

The 34th International Motor Show in Geneva was once again a great success, since in 11 days over 400,000 people came to admire the cars of twenty-one countries, presented by 1,152 exhibitors. And yet, though visitors were perhaps more attracted by the shiny bodywork and high-powered engines, it is nevertheless true that the accessory section was extremely interesting, even if a shade less spectacular.

Among the appliances made in Switzerland, for example, we noticed the first 100% automatic device in the world for switching on, dipping and switching off headlights or any other kind of lighting on all types of vehicles. The Swiss creation, the "Citymatic", is a transistorized relay amplifier. It automatically switches on the headlights when the driver passes from a well-lit area to a darker zone and switches them off to leave the sidelights on after a few seconds as soon as he enters a better lit zone. It also automatically switches on the sidelights as soon as it grows dark at night and switches them off, without any effort on the part of the driver, as soon as it grows light again. The fitting of "Citymatic" requires no special installation or boring of holes in the bodywork.

[O.S.E.C.]

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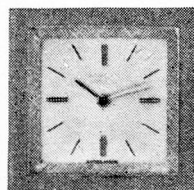


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