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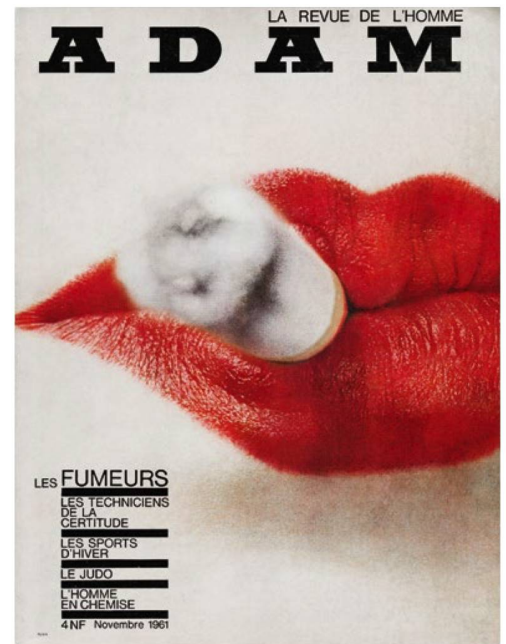
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## The Swiss in Paris

In the decades after 1950, many Swiss graphic artists and typographers moved to Paris to turn the city's design scene upside down, and they have continued to influence it to the present day. Lettering for the metro, cover photos for magazines and the design of perfume bottles – the exhibition entitled “Les Suisses de Paris” is dedicated entirely to successful Swiss designers in the city on the Seine. LEH

The exhibition “Les Suisses de Paris” at the Museum of Design in Zurich runs until 19 March 2017.

[www.museum-gestaltung.ch](http://www.museum-gestaltung.ch)



A cover of Friedrich Schrag's men's magazine “Adam” from 1961.



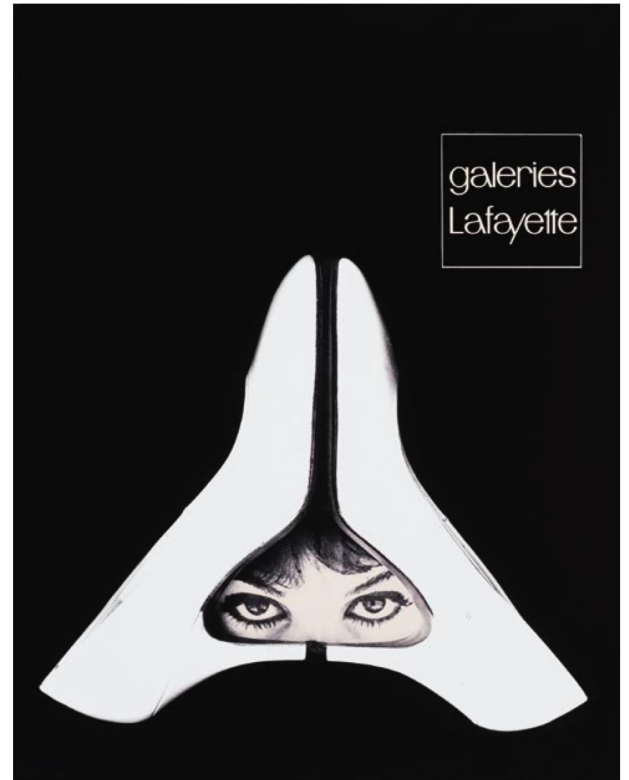
An exhibition poster for the “Centre de Création Industrielle” from 1971 designed by Jean Widmer. He later also created the visual identity of the Centre Georges Pompidou.



Fragrant design: Fred Rawlyer designed this perfume bottle for Courrèges in 1977.



Bruno Pfäffli's refinement of Adrian Frutiger's "Univers" font family. Pfäffli worked in Frutiger's studio from 1961.



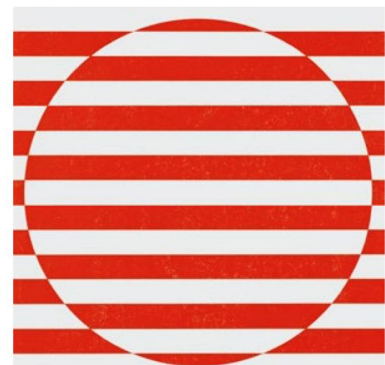
At the start of his career, Jean Widmer worked for the Galeries Lafayette for which he designed this advertisement in 1959.



The famous Swiss typographer Adrian Frutiger designed the signage for the Paris metro in 1973.



An advertisement by Bruno Suter from 1990. The Swiss designer also launched campaigns for Benetton and Hermès.



A special kind of invitation designed by Fred Rawlyer in summer 1967 for the fashion show of the Indreco collection.