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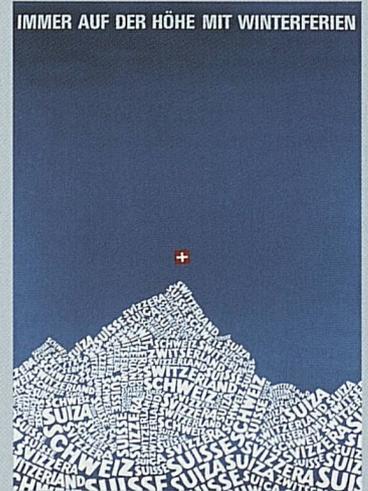
The Switzerland image — change and consistency.



Emile Cardinaux.
Summer in Switzerland, 1921



Alois Carigiet.
For relaxing holidays.
Switzerland, 1953



Peter Kunz.
Always on a high with
winter holidays, 1967



Herbert Matter.
For beautiful car journeys
choose Switzerland, 1935

If we look back over almost 85 years of promoting Swiss tourism, we see both change and consistency. At the beginning stand our legendary mountains, as depicted by the 1921 «Summer in Switzerland» poster designed by the artist Emile Cardinaux. The mountains

have lost none of their importance for tourism advertising to this day, as demonstrated by the forthcoming «Switzerland. Home of the Mountains.» campaign created to coincide with the UN Year of the Mountains.

Poster advertising has enjoyed a high status in tourism communications for many decades. From the outset, Switzerland Tourism's advertising work has been characterised by associations with well-known artists and graphic designers. Alois Carigiet's poster, which promoted leisurely Switzerland holidays in 1953, is just one example of this. Swiss design enjoys an excellent reputation. Works commissioned by Switzerland Tourism have made history and found their way into the world's most significant collections.

Herbert Matter's 1935 poster, «For beautiful car journeys choose Switzerland», visualised the huge popularity of the car at the time in a fascinating dramatisation

of the Gotthard Pass road. The roads are still empty, and it is full speed ahead for motoring tourism.

The image of Switzerland as a country of tourism has had a major bearing on the posters over the decades. Text and graphics gained the upper hand only in the graphics-crazy seventies, as perfectly illustrated by the «Always on a high with winter holidays» poster, in which Peter Kunz reduced Switzerland and its mountains to a common graphics denominator as early as 1967.

Recent advertising media show that the constant formed by the «great outdoors», as seen through the eyes of outstanding designers, will remain a central theme in the photographic and pictorial work of Switzerland Tourism.