

Lugano, 29.04.2005

1 June – 3 September 2005

"Le spectacle dans la rue"

100 posters from 10 countries designed between 1958 and 1968. A selection from the celebrated exhibition curated by Antonio Boggeri for Olivetti in the late sixties.

Antonio Boggeri (1900-1989), Italy's premier and greatest art director, always called on his designers to produce *Le spectacle dans la rue*. He said it in French, deliberately quoting Cassandre, the leading *affichiste* of the first half of the twentieth century. In the late 1960s, Boggeri collected posters from all over the world. One hundred fifty of these, mainly of a cultural nature, lent substance to the historic exhibition staged by Renzo Zorzi and Giorgio Soavi for Olivetti in 1968 in Milan. From this body of work, Anna Boggeri and Bruno Monguzzi have selected and arranged 100 posters from ten countries (Czechoslovakia, France, Germany, Japan, the UK, the Netherlands, Poland, Spain, the US and Switzerland) for the exhibition at Galleria Gottardo in Lugano.

It is important to remember that the point of Boggeri's exhibition was to contrast posters from different sources which, unlike the decorative posters that proliferated in the 1960s, in the midst of the liberty revival linked to pop and rock music in particular, responded to a precise need: to carry a message in a well-defined period of time. These posters, exhibited in Milan in 1968 and in the Galleria Gottardo today, have become artefacts in the history of visual communication. To give some idea of the variety of the works and the artists who produced them, the following extract is taken from the piece written by Antonio Boggeri himself for the brochure of the original exhibition and republished in the catalogue that accompanies today's show. "The oriental preciousness of the Japanese, modern interpreters of ancient symbology, fruitive of exquisite alphabets, is flanked by the variations on well-known abstract motifs of the American group from Chicago, Milton Glaser's typical designs, and Lou LoMonaco's dazzling black and white images; the vibrant colours of refined and incisively original British compositions; the modernity of the Dutch; the hugely inventive and fascinating designs of famous Polish and Czech artists, who for years have tirelessly continued the classic tradition while remaining atuned to the distant currents in the stimulating themes in theatre and exhibitions; the great, varied and unexpected contribution of the Swiss group, and finally the dramatic and expressive language, the mature artistry of the leading German figures Edelmann, Kieser and Hillmann".

Beyond the artists, who are obviously more familiar to connoisseurs in the field than the general public, the exhibition is part of Galleria Gottardo's aim to explore applied art of every genre. This is why, following the *Modern Library*, the exhibition staged over ten years ago of

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a private collection including publications from the avantgard to pop art, and the *Gallery of Horrors*, the show on horror film posters from the 1940s, *Le spectacle dans la rue* explores a key period of history in world graphic design through this exceptional collection of works from the time. This thoughtful collection confirms the status of Antonio Boggeri, a quiet yet rigorous exponent of Italian graphic design.

Press conference: Monday 30 May 2005 at 11am

Vernissage: Tuesday 31 May 2005 from 6pm to 8pm

Curators: Anna Boggeri and Bruno Monguzzi

Catalogue and exhibit design: theredbox communication design, Lugano

Catalogue: *Le spectacle dans la rue*, ed. Galleria Gottardo, the bilingual Italian and English version, will be available at Galleria Gottardo and published by Gabriele Capelli Editore, Mendrisio (www.directions.ch)

Galleria Gottardo a cultural foundation of Banca del Gottardo has been organising exhibitions since 1989, with the collaboration of museums, cultural institutions and collectors. In over 10 years of quality exhibitions it explored human activities pointing at the innumerable facets of art and photography, of ethnography and archaeology, of design and peculiar objects that throughout the years have become the font of interesting collections.

Bearing in mind the geo-linguistic position of our region, the Galleria Gottardo sets itself as a meeting point, a crossing and exchange point between Northern and Southern cultures. Its publishing activity has attained great importance within the framework of its production especially as far as texts and page proof are concerned and the quality of its catalogues. The Galleria Gottardo strong point is its availability to dialogue which allows it to find important partners for the realisation of new projects and start long-lasting collaborations.

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Tuesday 2pm – 5pm,
Wednesday – Saturday 11am – 5pm;
Closed Sundays and Mondays