



Quality
you can trust

An offer of Coca-Cola is more than just an invitation to refresh. It's a way of saying with assurance, "here's something wholesome and delicious for you to enjoy." So for pleasure or refreshment—or both—have a Coke!

Po válce: 50. léta

Konečně zase....válka

Ieklama



8

1958

Osnova

- Konečně zase.../ Stále ještě je.... (motivy, témata, vzorce)
- Stará a nová média:
 - variace mezinárodního stylu (USA a Ladislav Sutnar) a Neue Graphik, státní zakázky, logo (a logo na Východě...)
<http://socikstylearchiv.blogspot.cz/2011/10/socialisticka-tv-reklama.html>
 - rádio a televizní reklama
- Soft sell a hard sell
- Instituce a studená válka v reklamě: konstituování představy konzumní společnosti: případ „amerikanizace“ Británie.

Es gibt wieder... / Endlich wieder...BAUHAUS

Jetzt wieder



Und dazu
in Friedensqualität

stark
aromatisch
wichtig für
nachhaltig
erfrischend



ENDLICH
WIEDER
KUCHEN.

SUPPE
BROT

„ještě stále“ ... návazání na předválečné tradice (rozvíjení mezinárodního stylu a základní vzorce)



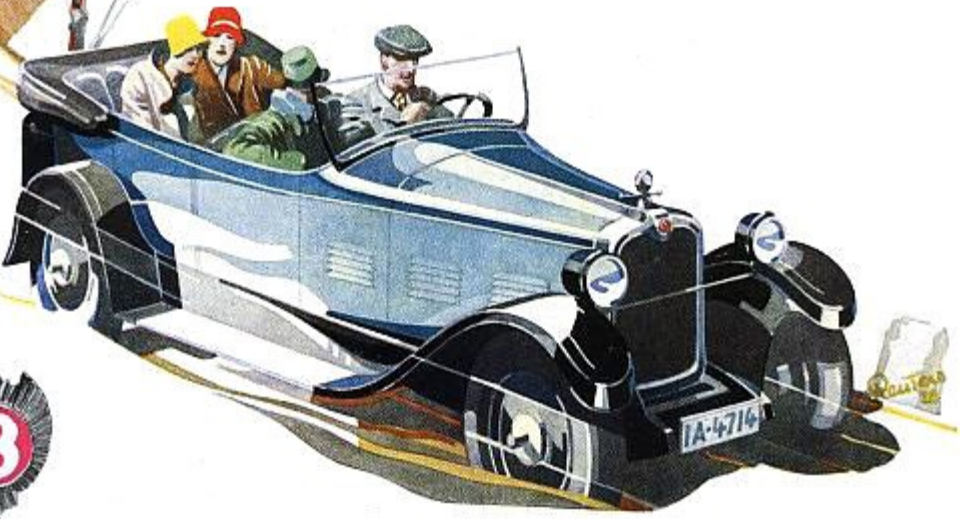
Das KERNWORT
Stück 50 Pf

SUNLICHT SEIFE

6/25 PS
TYPE Z



1928



Bernd Reuters (1901-1958)

you s



4914a

*Autofahren ist kein Luxus, aber
immer ein Vergnügen mit dem*
T A U N U S



F O R D

F O R D - W E R K E A K T I E N G E S E L L S C H A F T



Zářivky Osram, 1950 („Jasně jaké světlo dne“)
Das Beste aus Reader's Digest

Cigarety *Manoli*, Lucian Bernard, 1910



Edgar Kaufmann Jr

*such household miracles as the...
electric washing machine, illuminated
electric range, vacuum cleaner, mix
master, toast master, etc.'*

1951: východ: festival socialistické mládeže, Berlín
1951: západ: výstavy konzumu (Marshall Plan), Berlín



★ Rozsevačka

LIST PRACUJÍCÍCH ŽEN

Tvář
míru/práce



Variace mezinárodního stylu: *Nierenform, oblouk, linie*



Žáci Lászla Moholy-Nagyho:

Dynamizace plochy

Kurt Kranz
Peter Keetman



Igor Davidov: Tesla
Talisman, 1954

Stará a nová média

- Grafický design – rozvíjení meziválečného modernismu
„plakát prostředkem státní vzdělávací propagandy“



Franco Grignani, 1950: Krásy Itálie

Josef Müller –Brockmann, 1953:
Chraň dítě!



Graphik –
reakce

na

ortodoxn

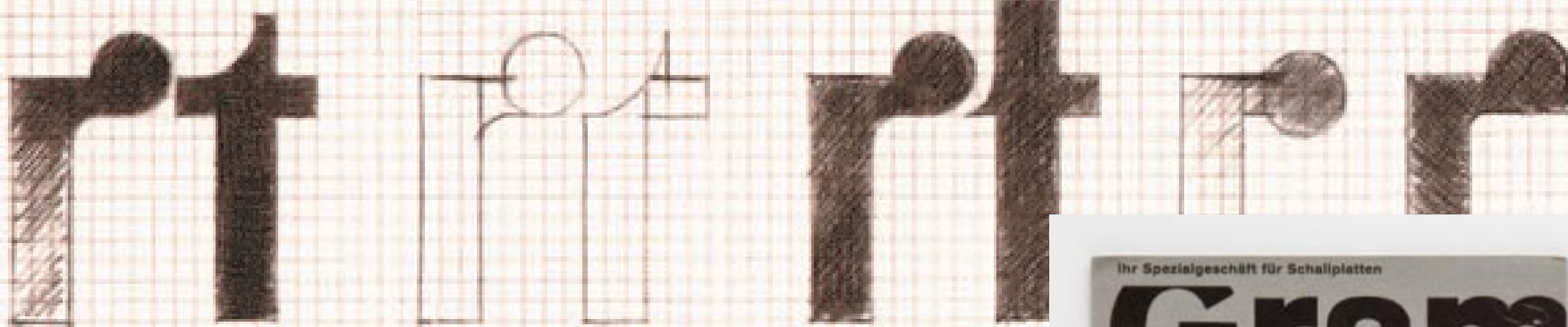
í

moderni

smus ve

Švýcarsk

u



• Karl Gestner



• Siegfried Odermatt

• Rosmarie Tissi

gerstner



3304
0111.-

Text block containing fine print or small text, partially obscured by the large typography above.

SO

 Text below 'SO'



nicht nur bloss die Auswahl wird uns überraschen auch das frische Klima das Schlaraffenland im Untergeschoss und die Rolltreppe durch das ganze Haus
 nicht nur Qualität wird erstaunlich sein auch die neuen Auslagen überall und über jeder Etage ein Himmel von Licht
 sondern auch der Preis wird noch billiger sein

wir eröffnen wieder Freitag 28. August



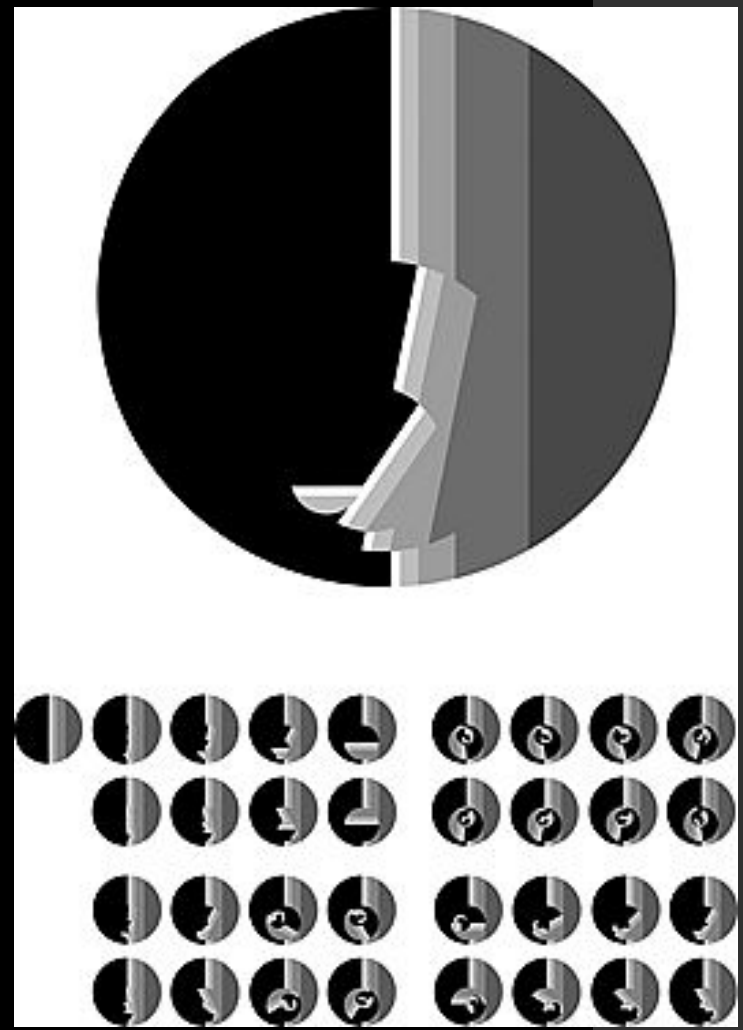
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Text block containing fine print or small text, partially obscured by the large typography above.

Funkční >> integrální typografie

Tangenciální excentrum, objekt, 1956





Für diesen Fall – die

Neuenburger Versicherungen

Die Motorfahrzeug-Haftpflichtversicherung ist jedem Fahrzeughalter gesetzlich vorgeschrieben. Sie zahlt an seiner Stelle[®] begründete Schadenersatzforderungen Dritter und wehrt unbegründete Forderungen ab. Ebenso notwendig sind die *Voll- oder Teilkaskoversicherung* und die *Autoinsassenversicherung*. Die *Vollkaskoversicherung* deckt alle Beschädigungen sowie den allfälligen Verlust des Fahrzeuges. Die *Teilkaskoversicherung* beschränkt sich auf Diebstahl-, Feuer-, Elementar- und Glasschäden. Die *Insassenversicherung* ist eine Unfallversicherung und richtet ihre Entschädigungen ohne Rücksicht auf die Schuldfrage aus. Sie deckt auch Ansprüche der nächsten Angehörigen des Halters, die durch die Haftpflichtversicherung nicht gedeckt sind.



Für diesen Fall – die

Neuenburger Versicherungen

Könnte das nicht auch Ihr Wasserhahn sein? Aus Versehen blieb er offen, als Sie die Wohnung verliessen. Der Ablauf ist verschlossen oder hat sich verstopft, so dass jetzt das Wasser überbortet und die Wohnung überschwemmt. Eine schöne Beschuerung! Die *Wasserschadenversicherung* deckt Schäden, die im Innern des Gebäudes entstehen durch Ausströmen von Wasser aus Wasserleitungsanlagen oder durch Eindringen von Regen, Schnee und Schmelzwasser durch das Dach. Die Kosten für das Auftauen eingefrorener Wasserleitungen und deren Reparatur werden ebenfalls von der Versicherung übernommen. Das gleiche gilt für die allfällige Beschädigung von Dritteigentum, was bei Wasserschäden stets zu befürchten ist.

Ladislav Sutnar v U

1939 – deinstalace československého pavilonu na Světové výstavě v New Yorku 1939

1941-1960 – uměleckým ředitelem Sweet's Catalog Service v New Yorku, Knud Lönberg-Holm

Studio Sutnar Office

Publikace: *Controlled Visual Flow*
Shape, Line and Color
Design for Point of Sale
Package Design, aj.

1961 *Visual Design in Action* (viz text)

forma - funkce - tok
zajímavost-jednoduchost-kontinuita

ESTABLISHED 1810

GALLOWAY TERRA COTTA COMPANY

3200 Walnut Street
PHILADELPHIA, PA.

Products

GALLOWAY GARDEN and DECORATIVE POTTERY and TERRA COTTA including: Flower Pots, Boxes, Vases, Bird Baths, Sun Dials, Tables, Benches, Hermes and Statuary. Also Architectural Terra Cotta. Since 1810 our organization has been making Pottery and Terra Cotta of various kinds and is now specializing in Garden and Decorative Wares.

Catalogue of Garden Pottery and schedule of Chimney Pots will be sent upon request.

GALLOWAY POTTERY

Finishes

Our high fired strong and durable terra cotta is made unglazed and glazed. The light stony gray is the popular finish in the unglazed, although reds, buffs, etc., are also made. Glazes usually range through the blue-green and turquoise, but almost any shade can be made on order.

Special forms can be turned and quotations will be made upon sketches and details.



Wall Font

No. 369, Dolphin, 19 1/2 in. high, inset 2 in.
No. 418, Bowl, 22 in. wide, inset 3 1/2 in.
Wall fonts designed to fit individual needs



Typical Selection from Our Sand Jars
No. 88, 19 x 13 in.



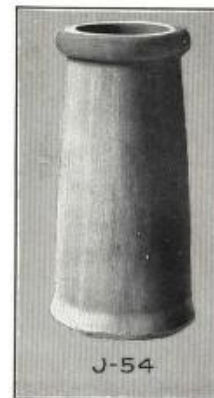
Large Jars in a Garden

Galloway Handmade Chimney Pots

Made to fit standard flue linings. Special sizes and designs will be executed on order.

Color—Medium red is the stock finish, but gray, buff, and special colors will be made.

Orders—Stock is maintained in standard sizes but orders placed well in advance of your needs will prevent unnecessary and costly delays.



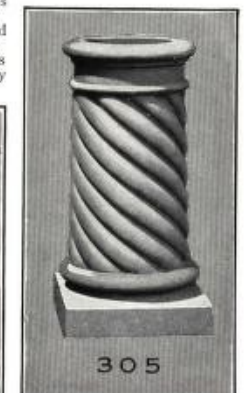
J-54



A-3



A-252



305

Design and Paper



new
addo-x
now

completely automatic multiplication
at conventional adding machine cost

"addo-x" automatic multiplier (model 2340E) provides completely automatic multiplication—at conventional adding machine cost— the double keyboard gives essentially calculator performance, speeds up percentage and unit cost operations—features include: add and direct subtract, repeat and repeat subtract, credit balance

see your dealer or write: "addo-x" 300 Park Avenue, New York 17, New York

▶the name "addo-x" [pronounced add—oh—ex]

addo-x

▶stands for precision-built adding machines

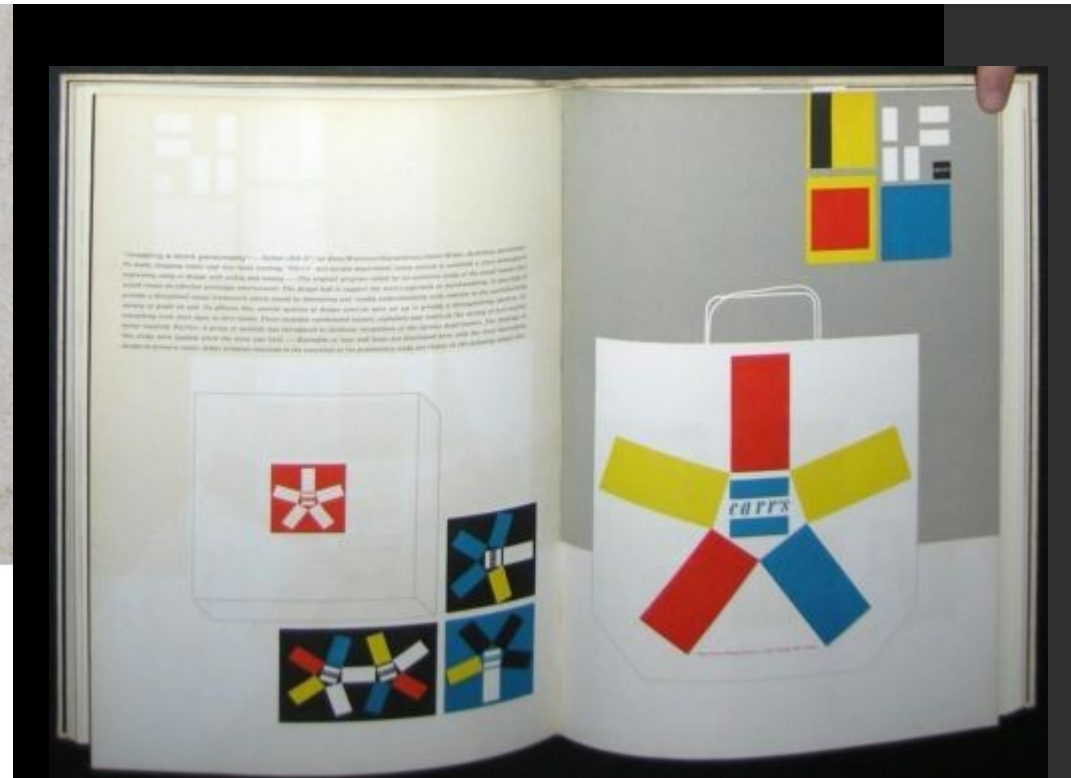
44^E new economy adding machine ▶

"addo-x" stands for a diversified line of adding and calculating machines... machines which will cut your figuring costs. Newest member of the "addo-x" family is the economy priced model 44E adding machine. Many well-known companies have found it to be a most efficient replacement for larger and more costly machines for all adding machine work up to 718 capacity. It will pay you to standardize on "addo-x"—made by the world's largest manufacturer of ten-key electric adding machines. See your dealer or write: "addo-x" 300 Park Ave., New York 22, New York

44^E

new economy adding machine by addo-x

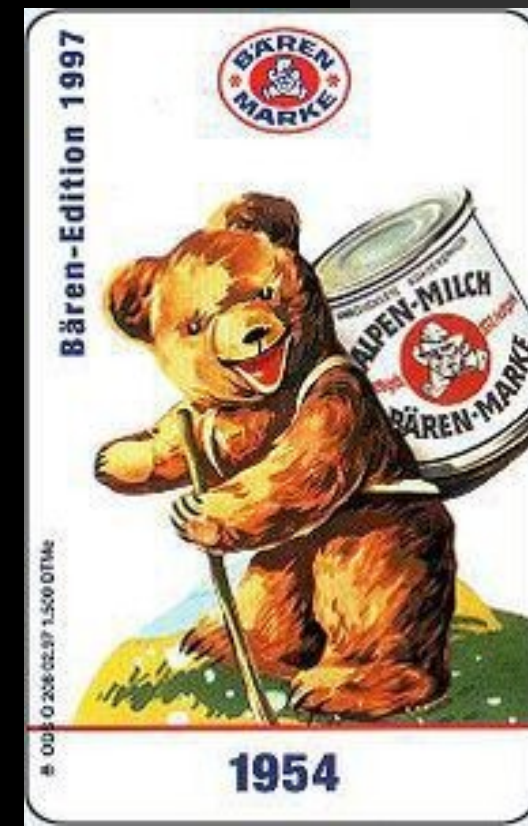
economy priced to save you money—continuous-duty design for long trouble-free service—interlocked keyboard—direct action function keys—direct subtract—repeat add and subtract—718 cap. "addo-x" stands for a family of versatile adding-calculating machines—backed by nation-wide service and repair parts facilities see your dealer or write: "addo-x" 300 Park Avenue, New York 22

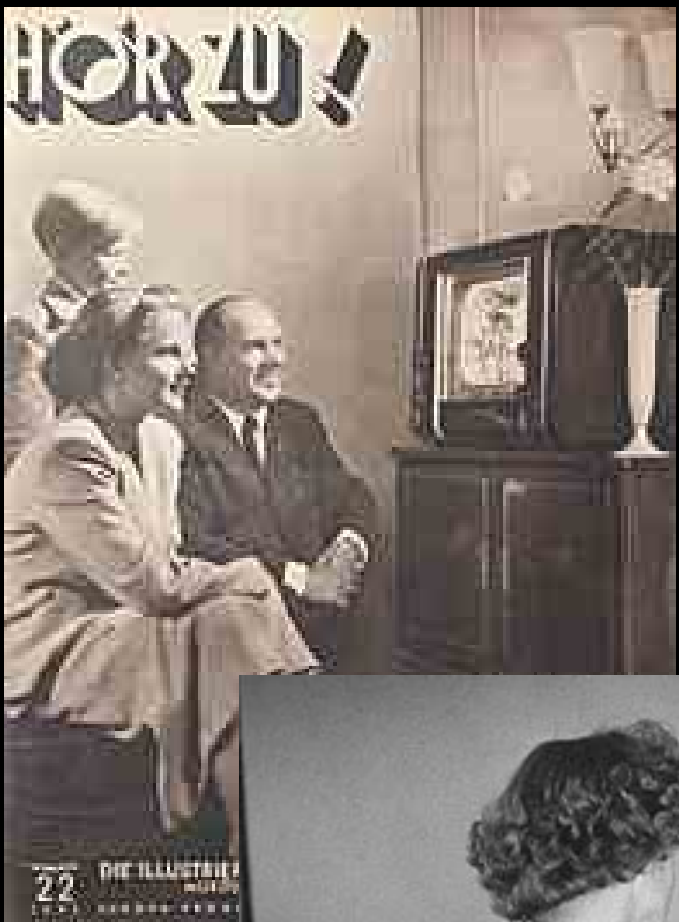


Design in Action >>>>

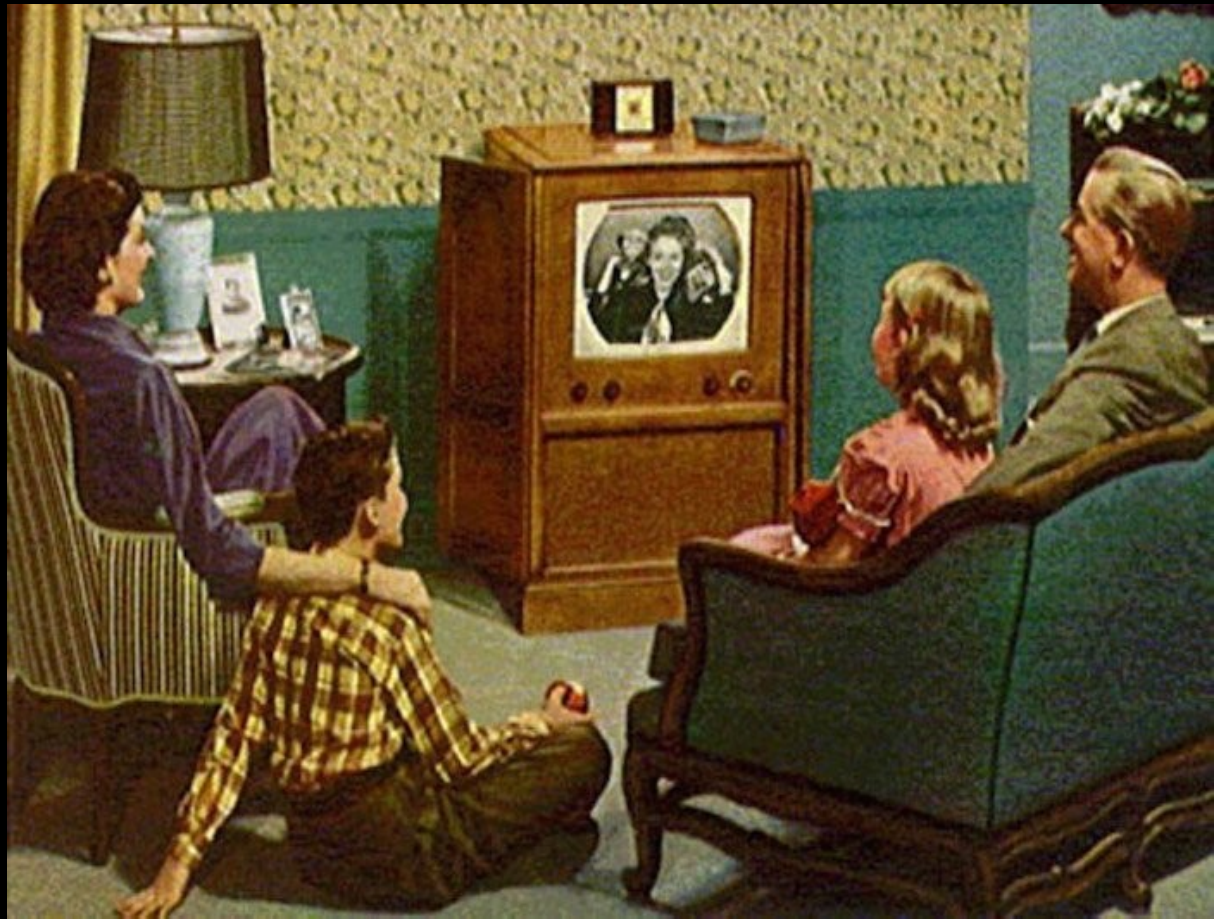
Nová média

- Film: <https://www.youtube.com/watch?v=ckjIbT1bUos>
 - opakování jako hypnóza (Coca Cola)
 - Idylizovaný obraz vlasti/života: „cameraland“: „*because movies tell us stories as no other pictures can*“ (Kodak 1961)
 - Nakupování jako image a role ženy
 - + hudební asociace: „busy schopping day for women“ (Coca Cola)
 - Filmový divák a divák doma (televize v ČSSR až 1966): děti, reklamní postavičky
<https://www.youtube.com/watch?v=ckjIbT1bUos>
 - Rádio – pokračování tradice trikových filmů
<https://www.youtube.com/watch?v=dQXZNC-3aIo>





Distracted consumers



Habitus



LOGO a značky



Leo Burnett *soft sell*

*IVORY TIPS
protect the lips*

MARLBORO

*Mild
as May*

Marlboro

You get
a lot to
like

- filter
- flavor
- flip-top box

Here's old-fashioned flavor in the new way to smoke. Man-size taste of honest tobacco comes full through. Smooth-drawing filter feels right in your mouth. Works fine but doesn't get in the way. Modern Flip-Top Box keeps every cigarette firm and fresh until you smoke it.

**NEW
FLIP-TOP BOX**
Sturdy to keep
cigarettes
from crushing.
No tobacco in
your pocket.
Up to date.

**POPULAR
FILTER PRICE**

Marlboro

(MADE IN RICHMOND, VIRGINIA, FROM A NEW MARLBORO RECIPE)

Green

You get
a lot
to like

- filter
- flavor
- flip-top box

Marlboro

THE FILTER CIGARETTE IN THE FLIP-TOP BOX

This Marlboro is a lot of cigarette. The easy-drawing filter feels right in your mouth. It works but doesn't get in the way. You get the man-size flavor of honest tobacco. The Flip-Top Box keeps every cigarette in good shape and you don't pay extra for it.

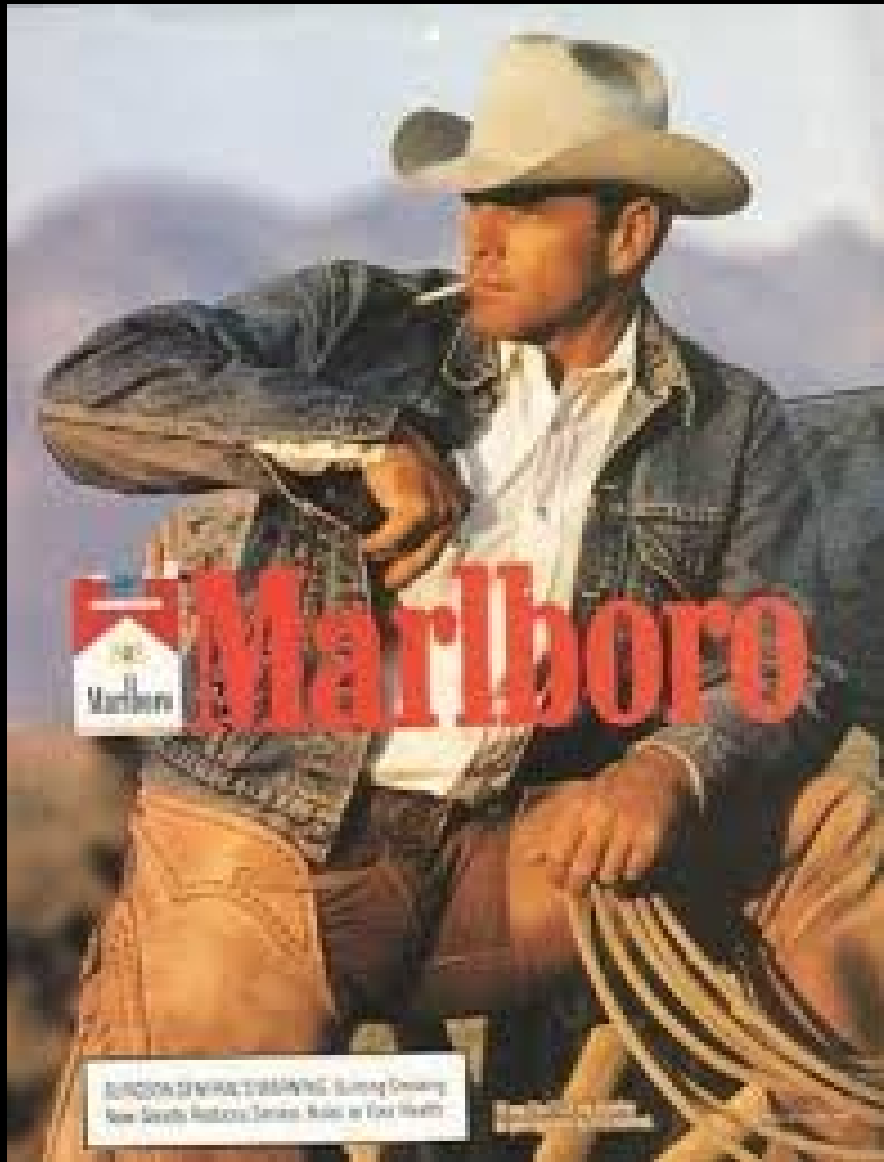
**NEW
FLIP-TOP BOX**
Firm to keep
cigarettes from
crushing.
No tobacco in
your pocket.

**POPULAR
FILTER PRICE**

Marlboro

LONG SIZE

(MADE IN RICHMOND, VIRGINIA, FROM A NEW MARLBORO RECIPE)





Pračka Maytag

https://www.youtube.com/watch?v=rXJOrAyE_mQ

gettyimages®
travelstock44 / LOOK-foto

Leo Burnett: „podstatný rys“

This is Life



This is a round of meat... put it in the pan... turn on the heat and sniff its steaming fragrance as it simmers, bubbles and browns... smothered in its own gravy. That's hearty flavor for you.

But meat offers far more than flavor. All meat, regardless of cut or kind, is a generous supplier of complete protein, the kind of protein children need for growth—the kind we all must have for life itself.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

SURE...
You're right in liking **MEAT**



Round of beef cut for savory, square-meat Swiss Steak

Swiss Steak... put it in the pan... turn on the heat and sniff its steaming fragrance as it simmers, bubbles and browns... smothered in its own gravy. That's hearty flavor for you.

But meat offers far more than flavor. All meat, regardless of cut or kind, is a generous supplier of complete protein, the kind of protein children need for growth—the kind we all must have for life itself.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

The Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

Product placement

- <https://www.youtube.com/watch?v=ATLODIvuDaM>
- <https://www.youtube.com/watch?v=zU2hMjSdWKo>



Search
for
tomorrow

The Bergmans wondered, as Joanne Barron and Arthur Tate d

AT THE PARTY the Bergmans were giving, Joanne Barron could feel herself being pulled against her will toward Arthur Tate. Arthur—with his crisp, black, wavy hair, his almost-pure Irish grin—was enough to melt any woman's heart. Almost like a ghost rising between them, however, was the memory of Keith. . . . Joanne thought back on those carefree days when she had first responded to Keith's love. He, too, had had winning ways about him, ways which had made a happy life seem within easy grasp. However, the months and years of her marriage had revealed to Joanne that there was more to building a life than just appearances.

She had faced the problem of Irene Barron, a mother-in-law who was possessive to the point of weakening and destroying her own son with her demands. . . . Now, even closer since Keith's death, was the problem of Joanne's daughter, Patti. A court case had had to be fought for Patti's custody against Keith's mother, Irene—and, in fighting for Patti's custody, it looked as though Joanne had lost Patti's love and respect. Missing the firm hand of her father, Patti was finding her young world difficult. Then, too, Patti's grandmother had done everything in her power to poison Patti's mind against Joanne. . . . Watching Arthur talking quietly in a corner of