

Culture Bronze 2018 – «Antiquariats-Messe Zürich / Meret Oppenheim»

The Zurich Antiquarian Book Fair was advertised with posters featuring minimalist-style bookshelves and a linear Helvetica typeface. With a touch of humour, the posters claimed that a number of famous persons would also be attending the fair. Not in person, of course, but in spirit – represented by their books.

Antiquariats-Messe Zürich / Meret Oppenheim

Client Zurich Antiquarian Book Fair

Creative agency Serviceplan Suisse AG

Media agency Mediaplus Suisse AG

Design Martin Spillmann (CD/AD), Rémy Steinmann (Graphics)

Text Martin Spillmann

Format F4 (89.5 x 128 cm)

