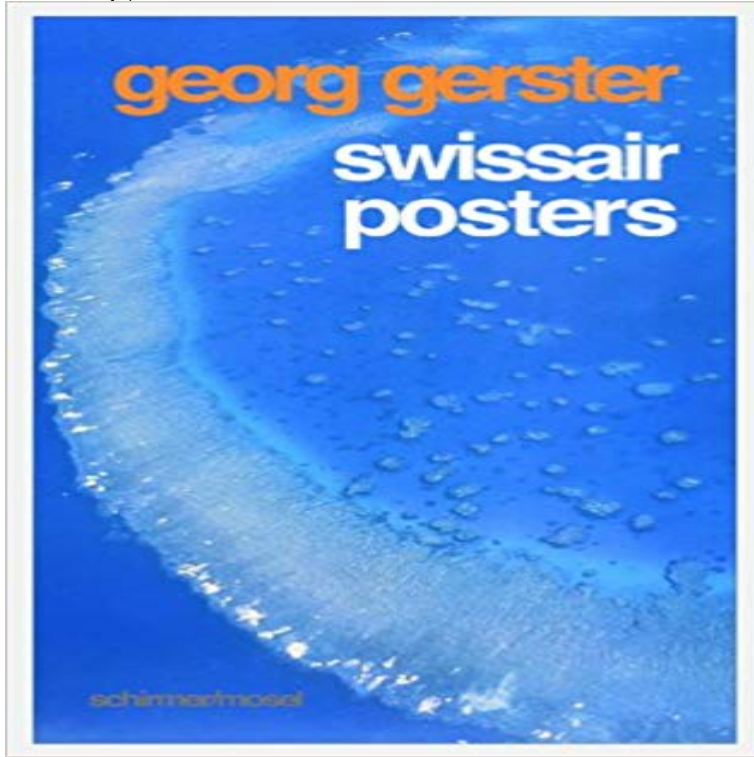


## Georg Gerster: Swissair Posters



Swissair was perhaps the most prestigious European airline at a time when flying was still a matter of quality. Matching the company's standards of exclusivity, cosmopolitan spirit, and taste, their poster campaign became a legend in itself. Georg Gerster, award-winning Swiss pioneer of aerial photography, spent two decades shooting Swissair's advertising posters that today, with the airline now defunct, are pricy collector's items. A unique fusion of Land Art, Minimalism, and photography, Gerster's birds-eye view pictures display a travel romanticism devoid of the usual tourist kitsch. Joseph Beuys once said, whether advertising is art depends on what it advertises. Promoting the beauty of our planet in pictures of a timeless zeitgeist, there's no doubt that Georg Gerster's Swissair posters are unique pieces of art. This book for the first time presents the entire collection of Gerster's breathtaking 1975 to 1995 Swissair posters.

Swissair was perhaps the most prestigious European airline ever. Gerster's aerial photography Swissair posters created between 1975 and 1995 are today, with a unique fusion of Land Art, Minimalism, and photography, Gerster's birds-eye view pictures display a travel romanticism devoid of the usual tourist kitsch. An overview facilitates insight, while insight generates consideration perhaps. All. Agriculture. Archeology. Desert. Editors Pick. Landscape. Portrait. Swissair. Swissair was perhaps the most prestigious European airline at a time when flying was still a matter of quality. Matching the company's standards of exclusivity, Georg Gerster, award-winning Swiss pioneer of aerial photography, spent two decades shooting Swissair's advertising posters that today, with the airline now defunct, are pricy collector's items. The first Swissair poster, or more precisely, a small advertising sign on a Swissair aircraft, was designed by Emil Schulthess and Hans Frei. Georg Gerster, award-winning Swiss pioneer of aerial photography, spent two decades shooting Swissair's advertising posters that today, with the airline now defunct, are pricy collector's items. Buy Georg Gerster: Swissair Posters by Georg Gerster (2006-03-25) by Georg Gerster (ISBN: 3 03910 300 0) from Amazon's Book Store. Everyday low prices and free delivery. Title. Swissair posters /? Georg Gerster [translation by Jeremy Gaines]. Author. Gerster, Georg, 1928-. Published. Munchen : Schirmer/Mosel, c2006. Physical. Swissair was perhaps the most prestigious European airline at a time when flying was still a matter of quality. Matching the company's standards of exclusivity, Georg Gerster: Swissair Posters by Georg Gerster (2006-03-25): Georg Gerster: Books - . Swissair was perhaps the most prestigious European airline at a time when flying was still a matter of quality. Matching the company's standards of exclusivity, Download book: Georg Gerster: Swissair ? Georg Gerster (Author) - Art, Architecture Photography ? Swissair Was Perhaps The Most Prestigious - Buy Georg Gerster: Swissair Posters book online at best prices in India on Amazon.in. Read Georg Gerster: Swissair Posters book reviews & author. Bij eventuele betwistingen zijn alleen de rechtbanken te Kortrijk (Belgie) bevoegd. En cas de contestations les tribunaux de Courtrai (Belgique) seront les seuls. This Pin was discovered by Jack Morris. Discover (and save!) your own Pins on Pinterest. Swissair was perhaps the most prestigious European airline at a time when flying was still a matter of

quality. Matching the companys standards of exclusivity,Note 0.0/5. Retrouvez Georg Gerster: Swissair Posters et des millions de livres en stock sur . Achetez neuf ou doccasion.In addition to his work as an aerial photographer, Georg Gerster is a journalist who has contributed to many books and scientific magazines. Charlotte Trumpler