

1. Record Nr.	UNINA9910137510803321
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Titolo	Exposer pour exporter : culture visuelle et expansion commerciale en Suisse (1908-1939) // Claire-Lise Deblue
Pubbl/distr/stampa	Neuch, : Editions Alphil Presses universitaires suisses, 2015 Neuchatel, Switzerland : , : Editions Alphil-Presses Universitaires Suisses, , 2015
ISBN	9782889300488 (ebook) 9782889300860 (paperback)
Descrizione fisica	1 online resource (523 pages) : illustrations
Collana	Historie
Soggetti	Trade shows - Switzerland - History - 20th century Commercial art - Switerland - History - 20th century Switzerland Commercial policy
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	In the early 20th Century, exhibitions and international fairs were a favoured field for Swiss businesses that wished to conquer new territories in foreign markets. The way in which Switzerland was represented abroad challenged traditional regional construction by substituting more geometrical lines, thereby replacing the 'chalet style'. The 'genesis' of the Swiss style of exhibition, between commercial expansion and modern architecture, is depicted here beyond that of a purely institutional history, providing a new viewpoint into its economic and artistic aspects. Particular attention is given to the role of certain 'intermediaries' in the creation and diffusion of a visual culture to a commercial action.