Roger Pfund, the multiple and the singular: visiting the exhibition

Roger Pfund’s world is multiple; he embraces many areas of communication and design. His singularity arises from the pictorial research which sustains all that bears his mark, from banknotes to posters, via architectural design, publications and visual identities. In his painting studio and in that of the graphic designer, where he is accompanied by his team, the approach is identical. Behind the apparent uncontrolled freedom of his touch and the profusion of colours lies the greatest rigour. All the works assembled here illustrate this interconnectedness that defines the spirit of Roger Pfund and retrace his career. The exhibition brings together the artistic, graphic design and three-dimensional creations in a presentation faithful to the philosophy of the Atelier Roger Pfund with which it has been established.

Gallery 1

Under the watchful gaze of Roger Pfund at work in his studio, the left wall of the first gallery is devoted to a selection of the artist’s pictorial research from 1968 to 2013. The display opposite presents the recurrent themes of the body, the portrait and landscape, irrespective of chronology.

The central showcases are dedicated to the graphic design and three-dimensional work of Roger Pfund and his team. The first banknotes created for the Swiss National Bank are juxtaposed with engraved and computer-aided research, as well as with examples of 3D objects produced by the Atelier Roger Pfund.

Gallery 2

Studio space
An old church bench stands alongside the pure lines of USM furniture in this space that recreates the atmosphere of the Atelier Roger Pfund in the rue des Vieux-Grenadiers. Presented on the wall is research carried out for a variety of projects and, in the display cases, prototypes and examples of communication work. A range of publications and editions of objects has been made available for everyone to browse through or touch. On the screens, a continuous evocation of significant achievements gives an overview of the different fields explored by the artist and his studio team.

Media space
The adjacent gallery is devoted to the projection of a film about Roger Pfund, describing the man, his career and his accomplishments.

Gallery 3

A selection of pieces from the artist’s early years precedes the display, on the left wall, of pictorial work and posters that makes explicit the influences and the interpenetration of the two areas. On the right, the body, iconic portraits and landscapes delineate the theme of the presentation.

Ranging from securities, such as the emblematic Swiss passport, to the three-dimensional via publishing, the showcases trace the creative processes of Roger Pfund and his studio. Completing the perspective and marking the end of the exhibition, the back wall is covered entirely with an array of posters.
Themes: portraits and landscapes

Gallery 1

Showcases: From securities to 3D design
Selection: 1968-2013

Gallery 2

Studio space
Media space

Gallery 3

Themes: the body, iconic portraits and landscapes
Showcases: From securities to 3D design
Painting and communication, influences

→ Exit
Selection of posters