

P K Z ADVERTISING ZURICH

By DR. H. JOHANNSEN

ON THE SWISS ART OF WINDOW DECORATION

In one of the principal streets of Zurich, the public is attracted by something quite unusual. This is the windows of the firm of Burger, Kehl & Co., known in Zurich and far afield by their trade-mark "PKZ". This trade-mark stands not only for a clothing house with a world-wide reputation but also for a kind of propaganda unique in itself and in the originality of its ideas. In Switzerland, to say the least, nothing of the kind has ever been seen before. What is the secret of the effectiveness of PKZ advertising? It does not hammer the same old advertising notion at the public for years on end, but continually invents new methods of causing itself to be talked of. This applies particularly to window decoration. What is achieved by the decorator-in-chief of the firm in collaboration with the propaganda director, year by year and month by month, keeps up such a high standard that it is no sinecure to speak of an art of window decoration. PKZ was one of the first firms, if not actually the first in Switzerland to initiate the idea of using the shop window as a means of presenting entirely original attractions. Here the exhibitor is not content with arranging his wares more or less artistically in the windows and offering the customer an already familiar article once more; it has been recognised that to get into contact with the public quite other methods are necessary, something more modern and more original. PKZ makes the show-window an independent, artistic affair, inspired by current events and happenings of momentary interest. It satisfies the crowd with scenic and decorative effects comparable to those used in a theatrical performance or a film. Thus, during the Zurich Week of Light, PKZ displayed a series showing the development of the art of the shop-window from 1880 to 1940 with especial attention to methods of lighting. Here we had the whole gamut of lighting from the petroleum lamp by

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