

How do you approach each assignment?

I never sit down at my workstation to find a visual idea. I keep the project, the subject, in my mind and search for solutions on the train, in the car, at a concert, in the bathtub, etc.

When I start with the creative process I have the idea in my mind but do not yet know its formal implementation.

How do you keep the process fresh and the results original?

You should never be too sure in what you do. Being insecure in a modest way encourages the curiosity for a better solution. I keep this insecurity with changing the technique and modality all the time.

What satisfies you the most in your work?

When I sit in the theater, for example, and notice that my poster is being part of the mise-en-scène, and it fits. When my work is appreciated by the recipients and by professionals.

Who was your greatest professional mentor?

There were a few important personalities in graphic design that had a positive influence on me. Most likely, I would name Kurt Weidemann. Actually, he worked in completely different design fields than me, but basic principles count in all fields. Thereby, the intensive accompaniment has never been important, but the right hint in the right moment.

What is the most important lesson(s) you have learned in your career?

A designer takes on responsibility on behalf of customers, society and the environment; that calls for a committed, ongoing investigation into the content and form of a visual message. There are no good and bad

commissions; there are only right and wrong solutions.

What is required to achieve great work?

A solid workmanship (analog and digital), being open minded for new solutions, as much experience as possible. And maybe the most important: A client that allows an exceptional, unusual solution.

Is there a product or brand out there that you would like to redesign?

The information and advertising media of the Swiss Airline.

What are some examples of great design work you have seen lately?

Some single works impress me, for example the innovative posters by Skolos-Wedell.

Which designer(s) do you admire the most?

Not the shooting stars that often disappear after a short time, but designers that sustain a high design standard over many decades, whose works are always in keeping with the times. There are so many different great personalities such as: Ahn Sang-soo, Chwast, Bernard, Curchod, Edelmann, Glaser, Kuhn, Loesch, Ungerer, Monguzzi, Orosz, Piippo, Le Querrec, Troxler and about 100 more ...

What philosophy do you want to impart on students?

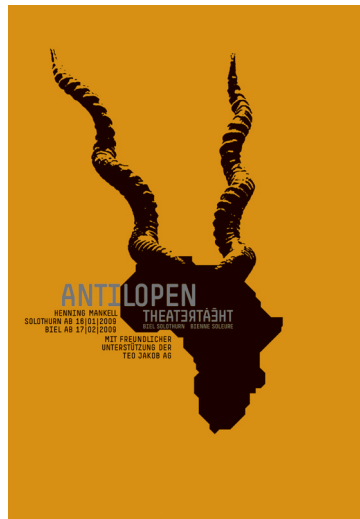
If you don't love what you do for a living, you will never be able to perform your job really well.

Looking towards the future, what do you hope your legacy will be?

It's about contents. That we start communicating more with images again that can be read and can convey a message. More visual communication than visual decoration.

Stephan Bundi is a poster designer 'playing' various instruments. His 'behavior' is solidly planted in his artistic skills and background. You can easily perceive his disciplined accession and his artistic ease - perfectly combined and united in his intelligent poster design.

Finn Nygaard



Stephan Bundi was born in 1950 in Trun, Switzerland, lives and works in Boll near Berne. After graduating in graphic design in Switzerland, and studying book design and illustration at the State Academy of Art and Design in Stuttgart, he built up a successful design practice. As a designer and art director for film producers, concert promoters, museums, theatres and publishers, as well

as in the fields of consumer and investment goods and PR advertising, he combines unconventional ideas with practical Swiss tradition. He also teaches and is a lecturer and expert in visual interpretation at art and design colleges in Switzerland and abroad. In 2008 he was appointed Guest Professor at the Arts Institute Nanjing Design College, China. He also sits on international juries and gives presentations.

(page 6, left to right) "Trovatore" 2010, "Die Zauberflöte" 2009, "Antilopen" 2009, "Otello" 2009. All posters by Stephan Bundi.

THEATERTÄHT
BIEL SOLOTHURN BIENNE SOLEURE



WEISSE ROSE

OPERA VON UDO ZIMMERMANN
BIENNE DES LE 18|04|2008
BIEL AB 18|04|2008
SOLOTHURN AB 07|05|2008

Designer: Elienne Baugier
Print: Schreyer & Suter