# General Dynamics, Material services

## Reference:

MPD-007145
Description
This is an original vintage poster, created by Eric Nitsche in Switzerland in 1958, archivally mounted on linen for preservation, measuring 50 x 35 inches. RARE! This Swiss born graphic designer is arguably one of the last, great MODERN design pioneers. Born in 1908, Erik Nitsche is best remembered for his series of posters done for General Dynamics, where he served as Art Director from 1955-1965. These images rank among the most impressive corporate identity campaigns of the 20th century. His first series, Atoms for Peace, consisted of 6 posters designed for the General Dynamics exhibition at the International Conference on the Peaceful Uses of Atomic Energy in Geneva in 1955. They were printed and designed in languages specifically from those nations where atomic energy was being used for peaceful purposes. Each poster identified a particular aspect of General Dynamics' research. We have been collecting and selling original vintage posters for 30 years, and we guarantee the authenticity of all of our posters. Find us at www.prints-posters.com est. 1978

## Price:

$8,000.00

Main Image:


DetailsPeriod: MID-CENTURY MODERN
Category: ART

Condition: excellent, on linen

Dealer Ref: 5634

- Height: 50

- Width: 35

Dealer: Chicago Center for the Print

1451 W. Fullerton Ave. Chicago, IL. 60614

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More InfoDesigner: Eric Nitsche (1908-1998)
Country of Origin: Switzerland
Material/tecniques: stone lithograph

Chicago Center for the Print