

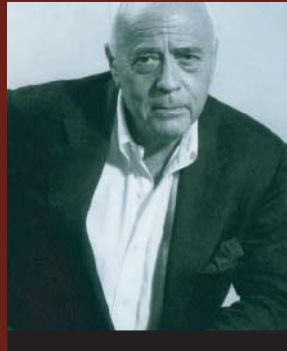
# Testimonial to the Genius

## Plakate für die Oper

by Lars Müller Publishers

"Plakate für die Oper" or "Posters for the Opera" is not as much a book as it is a testimonial to the genius of Pierre Mendell.

Through various essays by eminent people the book emphasises the role that Mendell played in the transformation of the Bavarian State Opera from an elitist institution to a place where people from all strata of society can find something of interest.



Sir Peter Jonas, the director of the Bavarian State Opera, describes him as "a free spirit: a close colleague, associate, father-confessor, friend, tower of strength and one upon whom one could rely emotionally and aesthetically".

Mendell's minimalist approach to poster design and his ability to distil the essence of a play into the least possible elements in a poster have been instrumental in boosting the popularity of the Bavarian State Opera. Mendell has created over a 100 poster designs for the opera since 1993 and, in the words of journalist Karl Michael Armour, "virtually every one [of his posters] has succeeded not only in informing, convincing and winning people over, but also in conveying the state opera's thirst for adventure and excitement".

The book showcases some of Mendell's best posters. For a design enthusiast, this is nothing less than a treat. Hours may be spent contemplating the profound simplicity and depth of his posters. "The rape of Lucretia" and "Don Giovanni" are posters that exemplify his acute understanding of symbolism and his genius in being able to convey emotions through symbols.

All in all, the book is a fitting tribute to Pierre Mendell — the man, the legend.

reviewed by Aditya Rao

book review

Pierre Mendell. Plakate für die Oper

