

PROFESSOR H. K. FRENZEL

25 YEARS
OF GERMAN POSTER

THE collection of old and new posters herewith presented endeavours to give the reader a cross-section of German poster-art during the past twenty-five years. The collection is incomplete and like every other anthology, it bears traces of the selector's own subjective point of view. Even the most objective attitude will be influenced by the artistic point of view of the person selecting the collection, and will determine its character. A further difficulty is encountered in the fact that precisely the best achievements of poster art are intended for a brief period of effectiveness and for a limited publicity. Therefore, even the most enthusiastic collector and the most attentive expert is unable to assert that all really firstclass work in the field of the poster is known to him, for even the producers themselves often do not possess a complete collection of their best works.

A proof of this is furnished by a publication entitled "Posters and their Designers", recently issued in England. The selections, especially those of German posters, appear to us most inadequate, and there is no doubt that the experts of other countries will say the same in respect to the selections made of their native posters. I therefore cherish the hope that I may have excused myself at the very beginning, in case I have forgotten some Michael Angelo of poster art, in the event of his works having been inaccessible to me.

In the collection before us all kinds of commercial work is taken into account. The exhibition poster, which was the first to achieve the highest distinction, is not to be included in this summary. The essential German commercial poster takes its rise in the creations of Lucian Bernhard in Berlin and of Ludwig Hohlwein in



Prof. L. Hohlwein



F. P. Glass



Zietara



Sedé