



Plakat

Poster

MACHIEL

WILMINK

DUTCH POSTERS IN RECENT YEARS

THERE is no Dutch poster art!

In order to come to this conclusion one has only to glance at the billboards in Amsterdam, in Rotterdam, and The Hague. Luridly crisscrossed with what is for the most part the worst type of poster art! Besides the majority of these posters are imported American or English ones of the worst sort. As long as posters are not displayed

more purposefully and artistically in Holland we shall possess no flourishing poster art of our own, as is the case, for instance, in little Switzerland. Posters are pasted up in this country without purpose or taste, and according to no definite rule. The poster pillars themselves are ugly and in addition inefficient (cf. the illustration, A Billboard, Amsterdam). It is very expensive to stick