

Plakat

Poster

F E D E R I C O S E N E C A

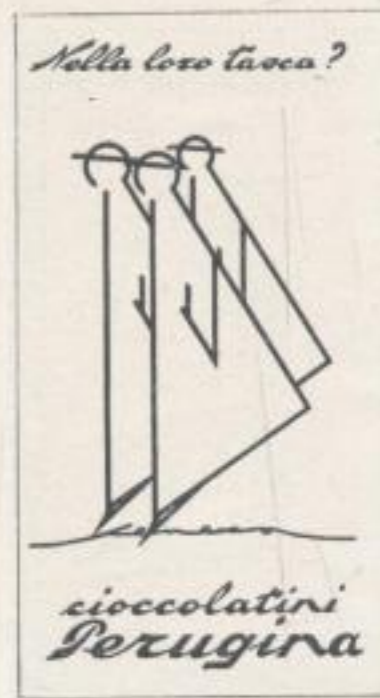


Inserate

developing. An inward relationship exists between the work of Cassandre of Paris, Asanger of California, the Russian film posters and the work of the Italian professor which we show here, and we see that this poster language is the right thing for all branches of recommendation of goods, that it is understandable of everyone and always appeals to the "Man in the Street."

The only exception is the posters of the film industry. There are only a few posters which are really worthy of critical consideration. Artists as Seneca, however have a mission to fulfil, in that they once more establish confidence in the effectiveness of the poster. Let us hope that artists may soon come to the fore in every land, prepared with equal consistency of purpose to put up a fight for the good poster.

Translated by E. T. Scheffauer.



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