

BEUCKE

EIN BERLINER GRAPHIKER



THE ideas of advertisers, on business and other matters, have undergone a great change since the war, as regards the artistic possibilities of publicity. The reason for this change is the different point of view which Europeans everywhere have been forced to acquire since that time.

As the new art was given expression in somewhat turbulent form, so was the effect, quite different in the sphere of commercial art. The artists in this line anyway wanted a change too, and it was agreed at all costs to stand by it, even though it should mean a financial loss.

IN der Stellungnahme des Reklame-Verbrauchers, gegenüber den künstlerischen Möglichkeiten der Reklame trat nach dem Ende des Krieges eine klare Wendung ein. Ursache dieser Wendung war die Umstellung im Geistigen, die der Europäer überall vorzunehmen gezwungen war.

Kam dies in der neuen Kunst in turbulenter Weise



Prospekt



Folder Plakat

Poster