



ADVERTISING PHOTO IN FRANCE

Phot. LORELLE

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ADVERTISING is subject to changes of fashion like everything else and it looks as if the photograph would dominate the fashion more and more.

Photography has taken an especially interesting course of development in France. Up to now advertising artists have been very retiring in respect to photography and this attitude arose from a certain fear that this all too "technical" means of expression might hinder the development of the artist's phantasy.

This point of view, however, is totally false. On the contrary, a little consideration will serve to show that photography presents an extraordinarily fruitful field to the gifted artist for original discoveries, surprising combinations and harmonious compositions.

The boldest fancy can allow itself free play, the more so as its effect is lessened by the authentic character which clings to every photograph, even the most "efficient", even the most "deformed".

In its essentials, the photograph combines to a higher degree than any other means of illustration the two main factors which determine the effectiveness of an advertising picture: that is to say, the element of surprise and the power to carry conviction. It can surprise, thanks to its "stage-manager's" power of invention, which lends it a form, and it can convince thanks to the documentary reproduction of the object