

HANNS



WAGULA

800JAHRFEIER DER STADT GRAZ

Poster
for the 800-Centenary Celebration
of the town of Graz

MANY doubts have been voiced of late as to the value of public competitions in solving artistic problems and the artists are all against them, since even in the most favorable instances, the expenditure of energy on the part of the competitors is out of all proportion to the emoluments offered. This is certainly true and yet such competitions have often given unknown artists their first opportunity. In a way they may be regarded as a form of sport, where all concerned make the same efforts and yet only three can hope for a first place. Just as in sports there are periods in such artistic competitions when the same prize-winners turn up again and again. This does not prevent them from being replaced sooner or later by a new set of favorites.

The graphic artist Hanns Wagula of Graz succeeded in proclaiming his name beyond the boundaries of his home environment by means of two prize competitions. His first great success was in the poster competition for the 800-Centenary Celebration of the town of Graz and in the North German Lloyd competition he even won two prizes. To be sure, his posters do not show any surprisingly new line, but what is far more important, they all serve most excellently the advertising purpose for which they are intended.

Translated by E. T. S.