



THE MODERN POSTER IN HUNGARIA

THE modern poster takes up more and more space on our advertising-pillars and hoardings to-day. Four years ago a good, modern poster created an extraordinary sensation. It was very hard for the poster artist to eke out an existence from the exercise of his profession. A few painters, arts and crafts men and architects have created veritable exemplary work in course of time. In the main, however, the level of accomplishment is not very high.

Michael Biro, now at work in Berlin, deserves mention as one of the pioneers. He is distinguished for his masterly talents for drawing and his brilliant solutions of the treatment of the figure on posters. Then there is Nikolaus Vadasz, a graphic artist, also well-known in Germany, and Géza Farago, with his clever and witty poster compositions, an artist whose death was all too untimely.

The period after the war was a chaos. Communism gave rise to a few modern political propaganda posters, but for a long time afterwards nothing of importance came to light. The posters of Ludwig Kozma may be reckoned as an oasis in this desert period, and Gustav Vegh and Arnold Gara also created some posters of artistic importance. The works of Antal Diosy and Ernő Jeges is full of fine touches and feeling