



ALEXANDER BORTNYIK

for style. Bottlik sometimes achieves work of strong suggestive power. The posters of Tibor Polyas still find much favor with the great mass of the public. The election posters issued by the various political parties were extremely insignificant and the cinema posters remain so, with a few exceptions, to this day, and everything else was no more than a long series of concessions and conservatism. Two artists of high rank brought a breath of fresh air into Hungarian poster art. It is thanks to them that we have an important cult of the poster to show to-day. The general level has been considerably raised, and the public follows the development to these modern posters with considerable interest. These artists are Robert Bereny and Alexander Bortnyik.

Bereny's last poster was seen in the streets of Hungarian towns in the year 1919. In the course of eight years spent in Germany, he developed an entirely new style. His first poster belonging to the new period was the Cordatic poster. It had a positively explosive effect. The conception and the execution alike were fresh and new and forced recognition even from the most conservative public. Other posters followed in rapid succession and today his work belongs to the most sought-after.

Bortnyik, who returned from Germany about the same time, had not quite found his individual form of expression in his first posters. He had already detached himself from the old style, but the new style was not quite fully developed. The mere seeking for it was of great value to him, and in two years' time he