



Schmuck und Beschriftung

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Decoration and Script

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## PORCELAIN AND COMMERCIAL ART

It is greatly to the credit of the Berlin Porcelain Works and does honor to the organizing and artistic far-sightedness of its former director, Nicola Moufang, that in pursuance of his plan of creating new tasks and new sales possibilities for the works, he should have made practical use of the powers of a number of commercial artists of the first rank.

Possibly the objection may be raised that this sphere of work must be left to the china-painter and has nothing to do with commercial art; but this objection is easily controverted. The technical means of expression are in both cases the same. But whereas china-painting serves only the decoration of the material in colors, the creations of artists such as Johannes Boehland, Ernst Böhm, Wilhelm Schnarrenberger and Emil Rudolf Weiss one and all serve the purpose of solving practical problems in the sphere of advertising and propaganda.

The especial character of the Berlin works as a former royal and now national undertaking, make it plain that in the first stages of work in common with the commercial artist, the tasks of propagandistic advertising should take especial prominence. It is all the more worthy of recognition that precisely here in the relatively short space of five years things attaining a really high stage of perfection have been created. The vases and commemorative cups presented in the most cases by ministers and state officials as gifts of honor, with their usually lengthy inscriptions and their heraldic and ornamental decoration, not only show an extremely cultivated taste in treatment but also a remarkably sensitive adaption to the especially nature of the material in question. The tasks set before the artists demanded a sure sense of tact