

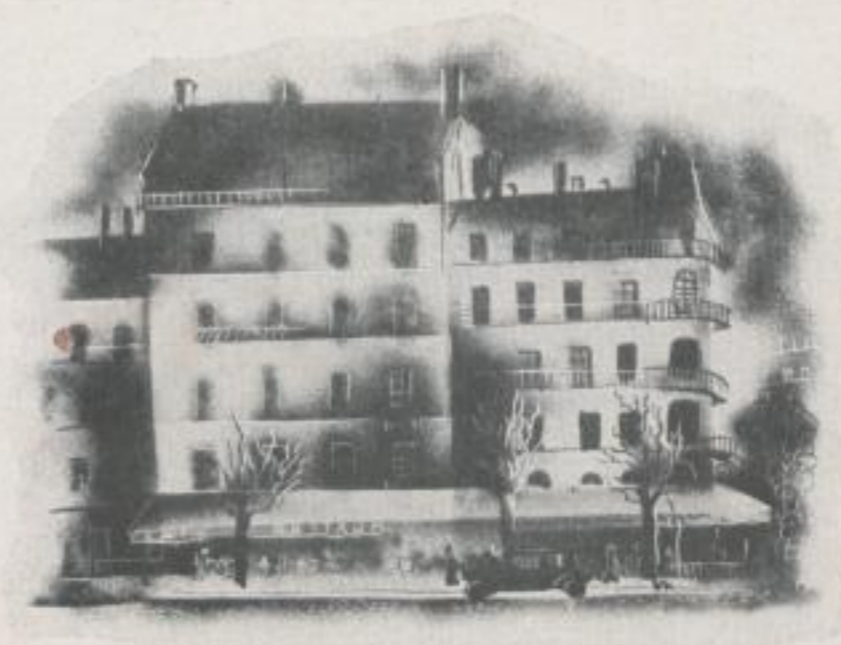
Werbeblatt für einen Juwelier
Advertising Sheet for a Jeweller

R. L. DUPUY

A. BRODOVITCH A GRAPHIC ALCHEMIST

HE lives in Paris, and is tall, fair and young—with a face as gentle as his manner of speech. He has set his heart upon accomplishing a paradoxical task—that is to infuse the scantiest forms and the barest means with the richness of his own dreams.

His name is Brodovitch and he is Russian born and impregnated through and through with the super-largesse of mysticism, the mysterious sources of energy and the super-sensibility which are at the roots of the Slavic soul. He has set his face, unaided, without weapons or amor, against the great mechanism of modern civilization, a civilization so full of commonsense, so proud of its many inventions, so true to its traditions and so self-content even with its errors and false steps.



„La Rotonde“