

rKREIBIG

The keen observer will not have failed to observe that the period of black-and-white craftsmanship which has prevailed more or less in Germany for the past thirty years has begun to give way to a reaction toward the painter's view of things.

The attempt to grasp at American realism for use in advertising art was nothing more than the herald of this new movement.

Whether this theory hit the nail on the head or not may remain an open question for the present. In advertising art everything seems all right, as long as it leads to the desired end, the increase of sales.

The artistic problems of the age can only be taken into consideration in as much as their very newness may of itself be relied upon to engage the curiosity of large sections of the population. Precisely on this account, these efforts draw their significance for advertising art. These representations contain an element of surprise: they interest us because they have not yet become banal through all-too-frequent presentation.

An artist belonging to this younger group is E. von Kreibig. One cannot reckon him among the purely advertising artists. He designed the costumes and the entire decoration for the new version of Offenbach's "Parisian Life" at the Munich Chamber Theatre. Then he painted decorative pieces for Munich exhibitions and designed posters. His pictures remind us of Toulouse Lautrec, of French painting altogether, but his advertising designs already display a pronounced feeling for the really essential.

Translated by E. T. Scheffauer



Figurinen für „Pariser Luft“
Costumes for "Parisian Air"