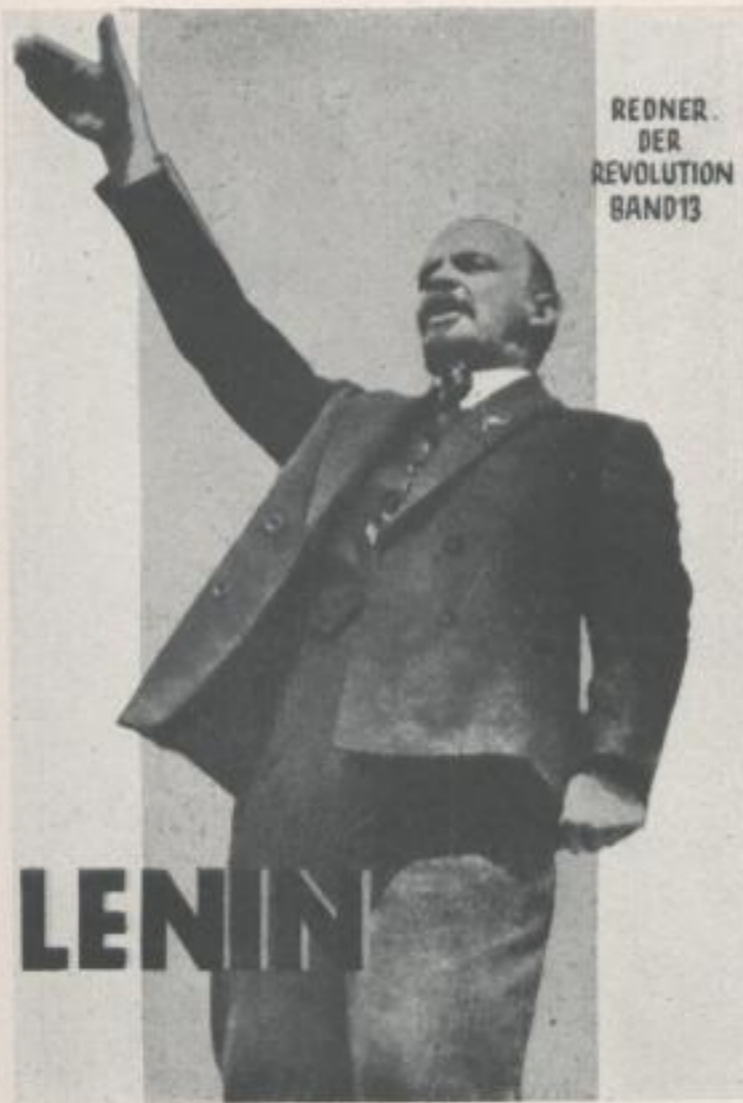


# URBAN

WE are confronted in the case of Paul Urban by a talent as yet fresh and unspoiled—young, untrammled, and genuine. Urban is not hindered by any traditions. He takes his means of representation wherever he happens to come across them—and hence there is nothing forced about his work—on the contrary all his designs are most agreeably fresh and natural. Urban is in absolute command of the graphic artist's most essential wea-



pon—the script. Hence he can dare to set a single word, bare of all ornamentation on the uni-colored wrapper. It is without pretence, clear and yet powerful. Although he supports his script with symbolic devices, it remains the dominating element, whether he emphasize the primitive by means of a couple of spaces which remind one of loose planks or whether he forces the phantasy to comprehend the fundamental idea of the book in a flash of inspiration and to continue brooding on it, by means of a background which is merely indicated. Even in such designs as "Krassin" or "The New Romance" where the objects are more plainly depicted, they are no more than a foil to the script.

Schutzumschläge  
Book-Wrappers