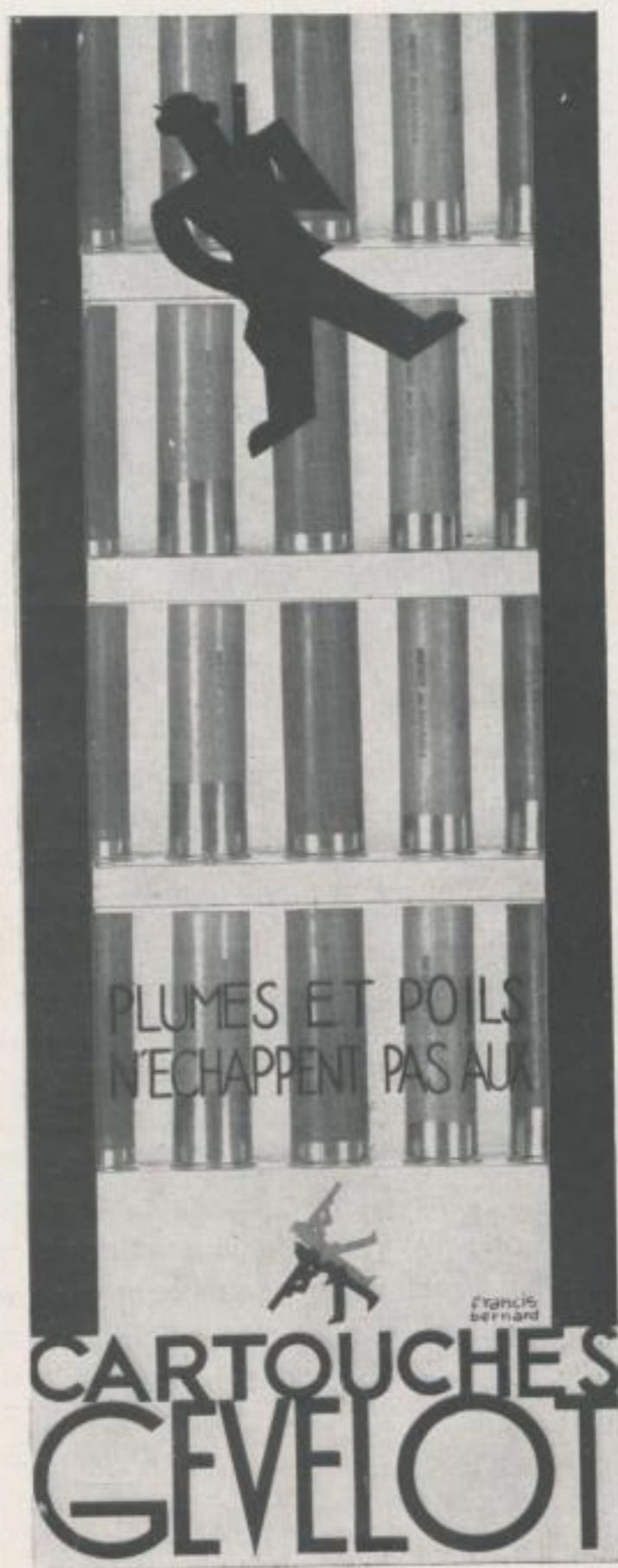


posters "Ciboure" and "Croisières en Bretagne" are composed in the same fashion. The extremely effective poster for steel houses is similarly fashioned and aims at interesting the public for this new form of architecture. This was an especially unthankful task, for at first sight, steel is neither attractive as constructive material nor as fundament for a graphic representation.

Bernard has found an excellent solution in that he has super-imposed the two main elements. Steel and armour-plate with their bolts and nuts are used as background for a little white house which seems to have just emerged from the smelting furnace. The schematic representation of the house causes the armour-plate to stand out, and the artist has achieved this effect by means of photography.

What we find here is something more than an interesting experiment, it is almost a new discovery in the apparently unintentional super-imposition of the extremely schematic drawing and the minutely detailed photograph. It is a wonderful combination, in which, contrary to all expectation, it is the photo, that is, the mechanical reproduction, to which falls the task of vitalizing the whole design.

As Francis Bernard himself explains, "Practically speaking, the outlined silhouette serves to attract the public and arouse curiosity, but the eye is soon held by the exact delineation of each detail and thus interest is aroused. Thus I solve this two-faced problem, which presents itself, not only to every poster-artist but also to every advertising expert: To arouse attention and then to concen-



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