



Z I E T A R A

1913

a whole group of other artists. In many cases one may even say that his style has found many imitators. But that is the fate of every marked personal achievement.

Zietara's peculiar way of delineating figures has become absolutely characteristic of a certain section of Munich poster art; it represents the opposite pole to Hohlwein's conception of the poster, and it has also proved very successful, for Zietara has won first prize in over 70 public and semi-private poster competitions. As late as his fortieth victory he was still able to state: "First prize award in every competition entered." This fact alone may have sufficed to induce young artists to apply the Zietara method to their own pictures. Such imitations are of course only a weak and watered version of the original, and it becomes increasingly difficult for the original owner of the style to make a strong impression upon the mass of the consumers, for the public is not accustomed to make such fine distinctions as the expert.

Nevertheless, the advertising value of an original style can never be really nullified, for no imitation has ever been able to equal, much less improve upon the original initiative. Of late the posters created by Zietara for the I.G. Farben Co.,



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