

KARL ROSNER, BUDAPEST

HUNGARIAN WRAPPINGS

The post-war years have brought a sudden upward development of Hungarian industry, and Hungarian graphic art, advertising art and the get-up of goods have all developed in sympathy. As late as ten years ago, any esthetically minded person would have replied only with a pitying smile if any one had questioned him as to the state of these things in Hungary. Up to this time, most goods were imported from foreign countries or came from the Hungarian depôts of foreign firms. Foreign artists had designed the packings. Hungarian artists have now invaded this new territory untroubled by the customary wrappings which might almost be regarded as traditional. It is the more astonishing that such a high level of quality with such a high proportion of individual excellence should have been attained during the very first decade.

Ludwig Kozma took the first important step forward with his wrappings for the Bonbonnerie Floris. His great talents and artistic taste had a revolutionary effect upon the art of the Hungarian wrapper, and actually created the right feeling for the art of the wrapper. His wrapping-papers,



Edmund Dankó

Ludwig Kozma

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