

The value of all this work is not exhausted in its merely graphic aspects, but edges into the processes of manufacture and affects the form at its very source. It is especially these qualities which have led to Hadank's appointment as art adviser of the most various industrial manufacturers. Thus the models of the Horch automobiles in recent years came into being with Hadank as art collaborator.

The important point about all this work however, is that although it is born of the spirit of the day, it is destined to outlive it, for it obeys the laws of art, laws which retain their validity in spite of all modern innovations.

Translated by E. T. Scheffauer



Signets und
Warenzeichen



Signets and
Trade Marks

