



Gemälde und Skulpturen
1430 ~ 1530
KUNSTHAUS-ZÜRICH, SEPT/OKT
TÄGLICH GEÖFFNET / MONTAG NACHMITTAGS



But the consideration shown by the clients is worth while when the subjects of its care are artists who all understand the meaning of their propagandistic task and who have raised its fulfilment to a most respectable level.

The Swiss poster has reached such a high level of quality that in almost all other European countries, only a selection of the best can vie with it. A comparison also shows us that highclass Swiss poster printing is technically so far advanced and has so much understanding of art that its reproductions are astonishingly faithful to the original, even to the smallest, finest details. Typical in many respects is an election poster (Angling) which is extremely effective and appeals for votes with an idea most subtly conceived and executed. This is a form of political propaganda which would scarcely be able to maintain itself anywhere else in so refined and impressive a form, with such quiet means. Although a certain amount of color crudity is by no means rejected,

