

CINEMA OUTDOOR ADVERTISING

Although attempts were formerly made now and then to use the frontage of a cinema for advertising a film by using gigantic textual posters, it was reserved for the painter and graphic artist Rudi Feld (who also worked for several years as film architect and scene painter) to invent a specific style of publicity for the house-front advertising of cinema theaters. Other branches of the film industry then tried to take up the idea. Rudi Feld has been the Advertising Manager of the "Ufa" for some years.

The main idea of his decoration is to imbue the cinema visitor with the atmosphere of the film as soon as he catches sight of the theater, and a whole facade is often necessary in order to create such an impression.

Proceeding from the title, the whole idea and atmosphere of the film is concentrated in a propaganda idea. The decoration and alteration of the house-front is then undertaken on the basis of this



Kinoaußenreklame in Berlin

Cinema Outdoor Advertising in Berlin

Phot. Ufa

