

The new typography has done much to give new life to the advertising prospectus. In most cases an attempt is made to achieve a certain pictorial effect by means of constructive type-setting, and when this pictorial effect does not suffice to create the desired atmosphere, recourse is had to photography, and attempts are made to create a new and surprising effect by means of unusual angles of vision. A characteristic example of a typographic picture poster is the poster for the singer Edith Wolf.



Prospekt
Prospectus

HERBERT BAYER

Plakat
Poster

