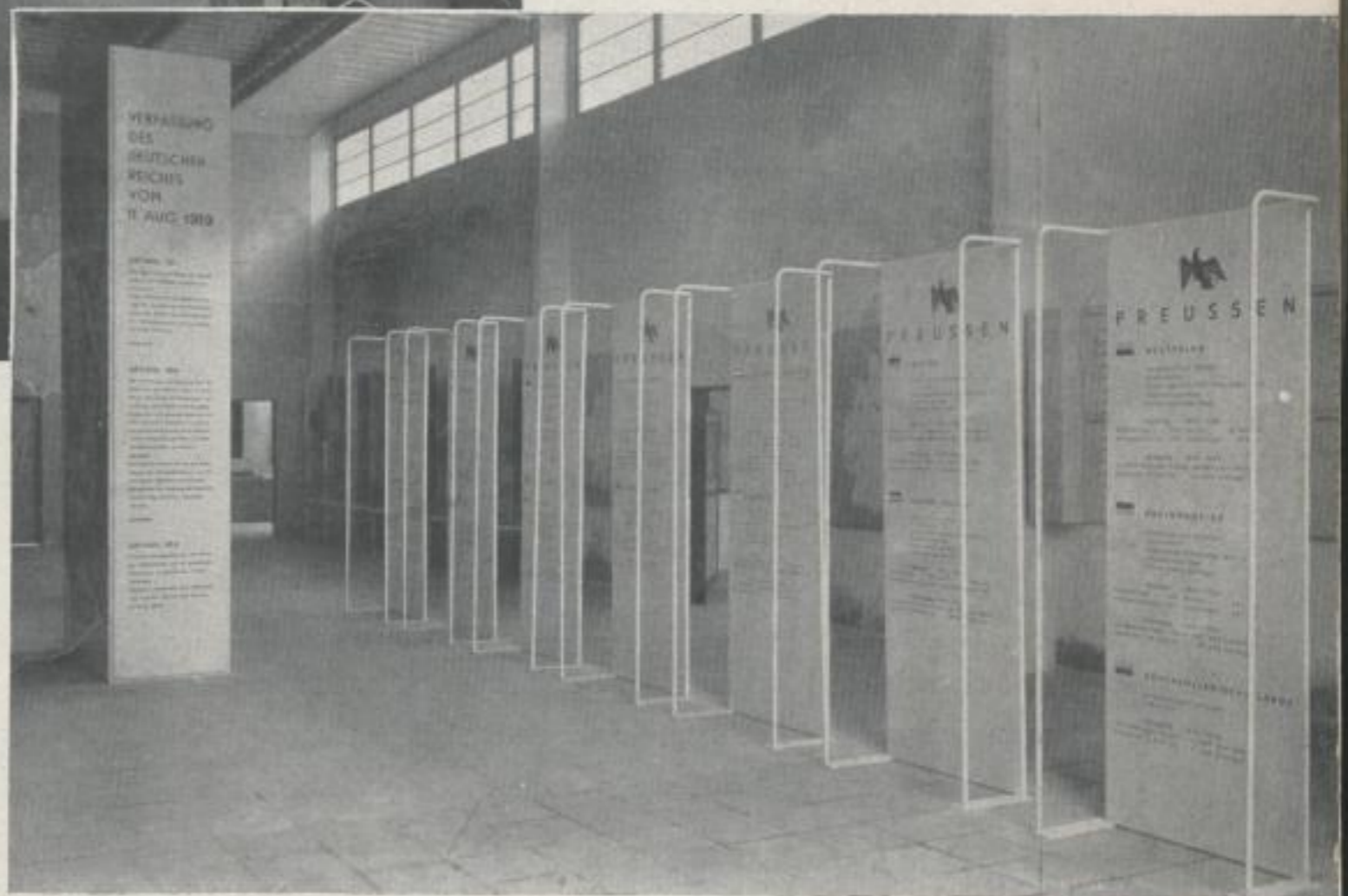




BUILDING EXHIBITION
BERLIN 1931

Design
Architekt BDA
Dr. ALFRED GELLHORN



perspective came into being, and how the composite photo-picture has achieved undreamed-of perspective contrasting effects. The popular drastic effect of this new photographic auxiliary method however, contains a certain element of danger, especially in the hands of speculative "also-rans", and it was therefore well that the task before the German Building Exhibition could not be exhausted by such pictorial representations, since a very large body of statistical material confronted it; and again, the main task fell, not to the bold composite photographer, whirling his bits of picture into a brilliant chaotic whole, but to the strict designer, the graphic artist who sternly sifted his material and formed it in a scientific spirit. None the less, the element of the new, leading on into the future, lay in the combination of broadly spatial graphic art with the perspectively explosive photograph, and it is therefore important to report a very successful experiment in which an architect who is a master of counterpoint has combined both melodies into a veritable harmony of interior decorative art.

