

New artist's leagues have often made their appearance armed with a new artistic program. They were secessionists who broke away from already existent leagues, or whose artistic aspirations were in opposition to the artistic and stylistic policy of these leagues.

These preliminary conditions do not apply to the „Neue Vereinigung Münchner Plakatkünstler“. The supporters of this league are men whose names have held their own in the artistic world for more than a decade, some of them having taken leading positions which to this day have never been contested. This New League is thus a joint-stock company, whose task it is to set the artistic poster in the forefront of interest as a means of advertising. No-one can deny that the artistic poster in Germany is urgently in need of such support. The decline is not the fault of the artists, its causes must be looked for elsewhere. In the following article, Werner Suhr attempts to discover the causes of the present condition of things in Germany.

Munich poster art takes up a special position of its own in German advertising art. Its leaders at the two extreme poles are Ludwig Hohlwein, the master of the realistic-romantic poster and Valenti Zietara, the master of the stylistic abstract poster. Between these two extremes we find the other well-known names, for example Franz Paul Glass, Ibe, Keimel, Eschle, etc. The

THE "NEUE VEREINIGUNG MÜNCHNER PLAKAT- KÜNSTLER"



Entwurf

VALENTI ZIETARA

Design