

Telefunken-
Lichtreklame
in Berlin
(Neon-Licht)

Entwurf: Trias,
Berlin

Telefunken
Illuminative
Advertising
in Berlin
(Neon-light)

Designer: Trias,
Berlin



From this point of view, light effects must be co-ordinated with architecture and the effectiveness of the advertisement must be founded upon such a combination.

Illuminative advertising demands its rights of architecture, and this demand confronts the architect with the task of so ordering his building that its aspect by day and by night should blend in a harmonious whole.