

# SEPO THE PAINTER

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(SEVERO POZZATTI)

For the second time since the first development of the illustrated poster an Italian is among the leading masters of poster art. The first was Maestro Cappiello—well known to readers of "International Advertising Art"—the second is Sepo, of whom we are to hear to-day.

Cappiello appeared at a time when it was still regarded as somewhat degrading for an artist to put his talents to the service of advertisement. Now, in Sepo's day, poster art has won a place for itself, so high a place that many proudly lay claim to the title of poster artist without bringing any proofs to show themselves worthy of the title. This cannot be said of Sepo. He studied black and white art and took up poster work only after he had proved that he understood to perfection the art of crayon and brush. He can use the chisel too, for, as not many people are aware, Sepo is also a sculptor. We see here one of his most impressive bits of sculptur, the covering silhouette of an unhappy child,

