

S E P O

Plakat
Poster



Precisely Sepo who began by giving free rein to his imagination, now inclines more and more to strict objectivity, but his artistic talent prevents him from becoming dry and uninteresting. He prefers simplicity of theme, subduing the object to the human interest, and simplicity too in the coloring. Sepo's early poster work was rich in color, but his latest work is confined to two or three colors. The Amieux poster is almost monotone in shaded blue.

This tendency to simplicity, to the synthesis, to unity, is not only characteristic of Sepo's work — it in the tendency of the modern poster.