

Under the influence of the fine arts, advertising art departed further and further from crass realism. Everywhere attempts were made to replace the mere image by the symbol. Impressionism, expressionism and abstract painting are the three great divisions in this development. It soon became apparent, however, that the advertisement could not do without the image, the realistic presentation of the advertised goods. This was the moment in which a new path of development opened up for the photographer. The inception of the idea was not due to the expert, but to an outsider, the designer himself, who discovered the tremendous possibilities of the photograph as an advertising medium. Photography had meantime developed into an art of portraiture of high technical perfection and had mastered the indispensable attributes of the pictorial report. The next step was to free the photograph from all conventions and to begin experimenting with new possibilities; photographing things from above and from below, enlarging a fragment, making composite pictures and photograms. A determining influence upon this development was exercised by Russia (Lissitzky), France (Man Ray) and America. The new results were caught up and used. The photograph in its most various aspects was put into service as a new weapon of advertising in the battle for the buyer—and it has proved its worth! The first wave of enthusiasm for all extremes has now subsided, and the good, objective photo, true to the subject, remains as an indispensable adjunct of advertising.

The rapidly increasing demand soon brought forth specialists in this domain and among these specialists is Yva, a Berlin lady. In addition to her principal sphere, the fashion photograph, she has also produced a large number of artistically valuable advertising photographs. She understands the art of enlivening the stiffness natural to the photograph by a chiaroscuro very rich in contrasts. Her pictures, whether figures or still life, are infused with a vitality which is both telling and fascinating. Allied with technical excellence, the Yva photos are most excellent advertising.

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