

Alexander
Bortnyik

Plakat für Kohinoor
„Preußische Kohle“

Poster for Kohinoor
"Prussian Coal"



Other men of outstanding talent among Hungarian commercial artists are Csemiczky, Emrich Lányi, Bencsáth and Johann Repcze, whose posters enliven Hungarian advertising pillars.

Generally speaking, Hungarian posters are particularly distinguished by their fresh coloring, which is found in almost all poster-work although designed by many different artists. This liveliness of color and clever composition introduced a new note into the international poster exhibitions of recent years. The work of Hungarian poster artists has reaped universal recognition both by experts and among the general public.

Trans. by E. T. Scheffauer.