

KEIMEL



Hermann Keimel was born in Munich and like most Munich poster artists who are well-known to-day, he was a pupil of Julius Diez. It therefore goes without saying that this artist is a decided representative of the Munich school of poster art—spacious in composition, lively and

sportive in the choice of color, interesting and original in the idea, as far as this be in accordance with the goods to be advertised. The circle of his clientèle is just about as closely connected with his home town as the artist himself and this is really a pity. The strongly decorative and original note of Keimel posters would be good propaganda anywhere. Even in his new posters for Perutz photographic materials, where truth to nature is his aim, we still find spaciousness of composition and originality of idea.

In these designs we find Hermann Keimel's work in process of change. In spite of outward success, these designs do not seem to me to come from the heart, but rather to be born of the brain of the