

GISCHIA

Posters



when Cassandre's first posters were appearing. Gischia, as painter, needed a serious training in the technique of advertising. Like many another, he sought at first to learn of America. He remained three years in the United States and even after his return to France continued to work for a number of American firms.

His work is evidence of his instinct for propaganda, he takes the bull by the horns, in that he seeks really essential points, including the most decorative moments, from the business prospectus he proposes to illustrate—and again he evidences his qualities as a painter in the convincing decorative composition into which he succeeds in grouping these elements.