

G I S C H I A

Posters



For the "Encres Antoine", for example, things without inherent charm, such as an ink-bottle, a T-square and triangles suffice for him to create a composition which is both pleasing and perfectly balanced. Again in his poster for the "Crayons Vénus" he lends vitality and attractiveness to the mere reproduction of a sheet of paper and a pencil just by his arrangement of lights.

His lively method of presentation is particularly strikingly exemplified in his work for the Etablissements Nicolas, for here the only elements of the design are a wine-bottle and a glass. The result is the fruit of a wonderful co-operation between the intelligence of the advertising man and the instinct of the artist.

