

G I S C H I A

Posters



It is not easy to set up a general theory about Gischia's posters. Some of them are convincing in construction, others testify to his rich imagination. Other posters again are especially distinguished by the harmonious choice for color.

Gischia does not regard the poster with the eye of a theorist, but as a painter and decorateur. He regards it as a picture which is intended to suggest certain definite ideas to the beholder, as a picture designed to attract and hold the eye by means of form and color.

Translated by E.T. Scheffauer