BRESLAU





Inseratserie

Advertising Serial

There is a form of commercial advertising which disguises the actual object advertised under ornaments, lines, spatial arrangement, but concentrates attention on a striking phrase, an animal conventionalised into an ornament, a house or some other object calculated to arouse interest. Emu, commercial artist of Breslau, nearly always derives his inspiration from the article itself, the goods which he is to advertise. On this account his work is purely applied art. We find nothing of art for art's sake in his designs. His art is so absolutely his servant that it never pushes to the fore or attempts to lead its own life. Confronted with these advertisements, prospectuses and posters, one does not think at once of the ability they display, although the expert is at once aware of it. Here we might well adapt and apply a well-known saying of Lessing's to run: "Know that we are really praising an artist when in admiration of his works we forget his art."

Murcken has an astonishing discipline. How clear these advertising designs are, how we comprehend them at the first glance! There is no sign of nervousness or inquietude. Murcken's work for Travisé silk and other textiles is typical of his style—his method of allowing the peculiar beauty of the object advertised to speak for itself instead of creating a design by the usual graphic means. The pattern of the stuff is nearly always used as key of the design. Emu sticks a bit of the stuff on his drawing paper and designs the advertisement around it. He takes six or seven patterns, cuts them into squares, circles or fashionable figures and creates thus a magazine cover or advertising leaflet. The result is something so natural that one might be tempted to think the artist was taking his job very easily. Sticking on bits of stuff is in itself no more an artistic process than sticking

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