A SWISS ARTIST
URECH

The artist is particularly subject to the influences of his surroundings and the conditions of life under which he must work. Urech lives in Switzerland, a country which has in the main contrived to hold its own against all unfavorable influences from neighboring countries. Stabilized economic administration, ordered finances and peaceful political conditions favor the cultural development of this country.

The high level of Swiss poster art is universally recognized. Urech is one of those who help to maintain this reputation. He is above all, a painter. His work, in which the pictorial effect is always predominant, proclaims this fact over and over again. The text is

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