

Plakat für die Ausstellung
in Padua 1931

Poster for the Exhibition
in Padua in 1931



Taken as a whole, Italian poster art is extraordinarily expressive. The actual intellectual content stands to the fore in the Italian poster more distinctly than in any other, and this content is usually an original idea. The Italian artist endeavours to find an original method of exaggerated presentation of the advertised goods in use. Almost all Italian posters are dramatic to a certain extent both in color and design. The artists lay most stress upon attracting attention and making themselves remembered. The methods