



R O L A N D
A N S I E A U

Soon he, too, was fascinated by the vitality of advertising art, its very nature captivated him. His work betrays earnest study of drawing and a comprehensive understanding of the nature of advertisement.

He has already designed posters for many important Parisian firms and many good ideas still lie heaped in his portfolios. He avoids all circumlocution and unnecessary detail and is particularly good at bringing out the graphic effect of the advertised goods and their various application. Even the amusing Nestle's milk poster is no exception to these rules.



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