

HARALD ROSENBERG

The window display arranged by Harald Rosenberg of Stockholm for the Militär Ekiperings A. B. (M. E. A.), while strictly adapted to its purpose, is a vitally organic piece of work, artistically conceived and intellectually carried out. Rosenberg is a "super-decorator" who is beginning to find imitators beyond the frontiers of his own little country. The art of window dressing has nothing narrowly national about it, it is an important factor in tourist propaganda in all countries and appeals to buyers of all nations.

Rosenberg works according to a carefully-conceived plan, based on commercial considerations. He consciously prefers clear horizontal and vertical effects and avoids confusing cross-lines. He has a preference for the symmetry of the series, repetition of the same goods to deepen the impression, as it were to preach the gospel of the goods.

It is not difficult to trace a direct connection between the modern picture

Schaufensterdekoration
Window Display

