



N I C L A S

Yolla Niclas' photographs are beautiful, because they never show things at a standstill, but always full of life. All these child eyes look into the camera with a glance as happy and contented as if they were looking into their own mother's eyes. Here we touch at once upon the point that makes these pictures interesting and important for the advertising expert. We, too, are always on the look out for vital pictures, pictures that are really alive. In her other pictures this factor is found again and again. Whether it be street singers, women hanging out washing, motorists in cars waiting for their ladies—everything is alive, there is never a dull moment, every picture is a good representation of a living episode—and this gives these photographs their value.

Trans. by E. T. Scheffauer.

