



SENECA, MAILAND

No book, no newspaper, no magazine in Italy ever devoted a few lines to poster art. This fact alone serves to determine the importance assigned to this art in this country.

Who is responsible for this state of things—the critics or the artists? Neither the one nor the other, I think. If poster art has not yet made a place for itself in Italy, the fault is that of its clients. It would be in their own interest to encourage the artists and on the other hand to prevent their methods of artistic expression from becoming vulgarised. It is also the duty of the clients to refrain from interfering with and confusing the artist by an arbitrary alteration of his designs to conform with their own ideas or the presumptive esthetic taste of the great public from which they wrongly imagine themselves to be dependent.

This proves that there are very few artists in Italy who concern themselves with the designing of advertisements and among these there are some who do not hesitate to put their names to designs which are unworthy of any professional artist. Unfortunately it can only be attributed to this rift between artist and client that no progress has been made in this branch of art which could be said to correspond to Italy's industrial progress. If the artist were given freedom in his work, in the carrying out of the advertisement for which his design was commissioned, there would certainly be many artists who would no longer hesitate to devote themselves to advertising design. The clients should not resist the conviction that a poster can be created which fulfils all artistic demands without detracting in any way from its practical application, and on the other hand they should not allow themselves to be influenced by criticisms from the public. In time the masses, without taking any particular pains about it, will at last learn to appreciate beauty with more enthusiasm than heretofore.

If this plan be followed, art criticism in Italy will not fail to assign the poster its proper place.

Translated by E.T. Scheffauer



Plakat

Poster