

Prospekt
Folder



T R U E B

August Trueb is such an artist as is seldom to be found in the realm of modern commercial art. Beginning as painter and architect, he combines a feeling for big decorative effects with the calculated sobriety of strictly constructive principles. Much of his work reminds us of architectural studies or blue-prints, not only because the subjects themselves are technical or connected with building—for this would be merely a fortuitous and very superficial explanation—but because they were designed by a man who approaches his work armed with a distinct apperception of space which is all his own.

Interesting, above all, is the significance of color in this connection. It is not merely an accessory, something added for the sake of picturesque effect; the effect of flat surfaces sharply contrasted is that of intrinsic component parts of the composition; color itself builds up and determines the spatial effects. In Trueb's prospectus for the Union Printing Works in Stuttgart, for example, he thrusts an