



H E I M

Trademarks are bound by strict laws of form and therefore, generally speaking, restricted in their uses. It is comprehensible enough that the wish to overcome the usual inelastic form of the trade-mark should arise, the desire to create something more mobile and not only a pictorial symbol but something plastic, in such materials as wood or metal.



A successful experiment in this direction is the trade-mark designed by the artist Albert Heim for the Berlin Brikett Central, a pressed coal bricks factory. It represents a little mannikin, preserving the form of the Brikett in his proportions. For propagandistic reasons this little mannikin was later accompanied by a feminine prototype as type and symbol of thrifty housewifery.

These two little movable figures, trade-marks that have come alive and have a soul of their own, are now to be encountered in the most various situations, sometimes alone and sometimes together. We find them, graphically portrayed, figuring on advertising matter, and plastic as wooden figures in shop-windows and on exhibition stands, all kinds of homely and humorous scenes being built up around them. Although they are continually varying pose and purpose, they always retain their unmistakable individual character and remain the striking registered symbol of their firm.

Trans. by E. T. S.



Foto: Waldemar Titzenthaler



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