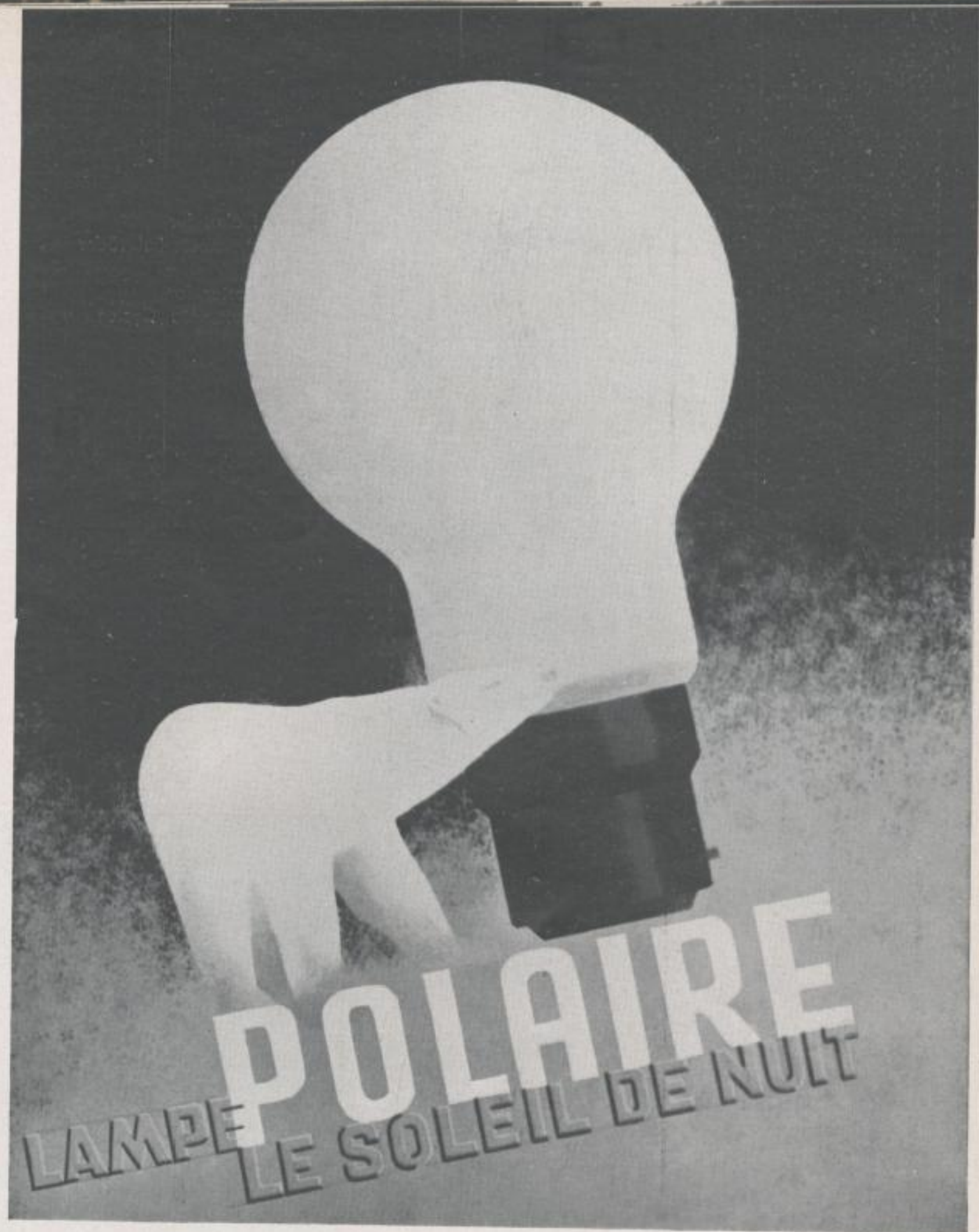


## MARTON

Plakat für  
Polaire Lampen

Poster for  
Polaire Lamps



where no photographic reproduction can give an idea of the blue harmonies which, in a happy series of shadings, create the illusion of water. But on the other hand, when it is necessary, Marton can depart from his beloved quiet restrainedness. Proof: the poster for Automoto, in which he concentrates the design upon a section of a cycle, or the Triphote poster (Nr. 6 Vol. VIII) where shaded lamps and searchlights contrast intently with the background which is intentionally kept very dark.

Sometimes Marton gives his posters a touch of humor, as in the design for Bornibus mustard or for the Fichet safes: here the depressed attitude of the burglar speaks more strikingly for the security of the safe than any text. Every one of Marton's designs is considered from the graphic point of view and a masterpiece of his personality and intelligence.

Trans. by E. T. Scheffauer.