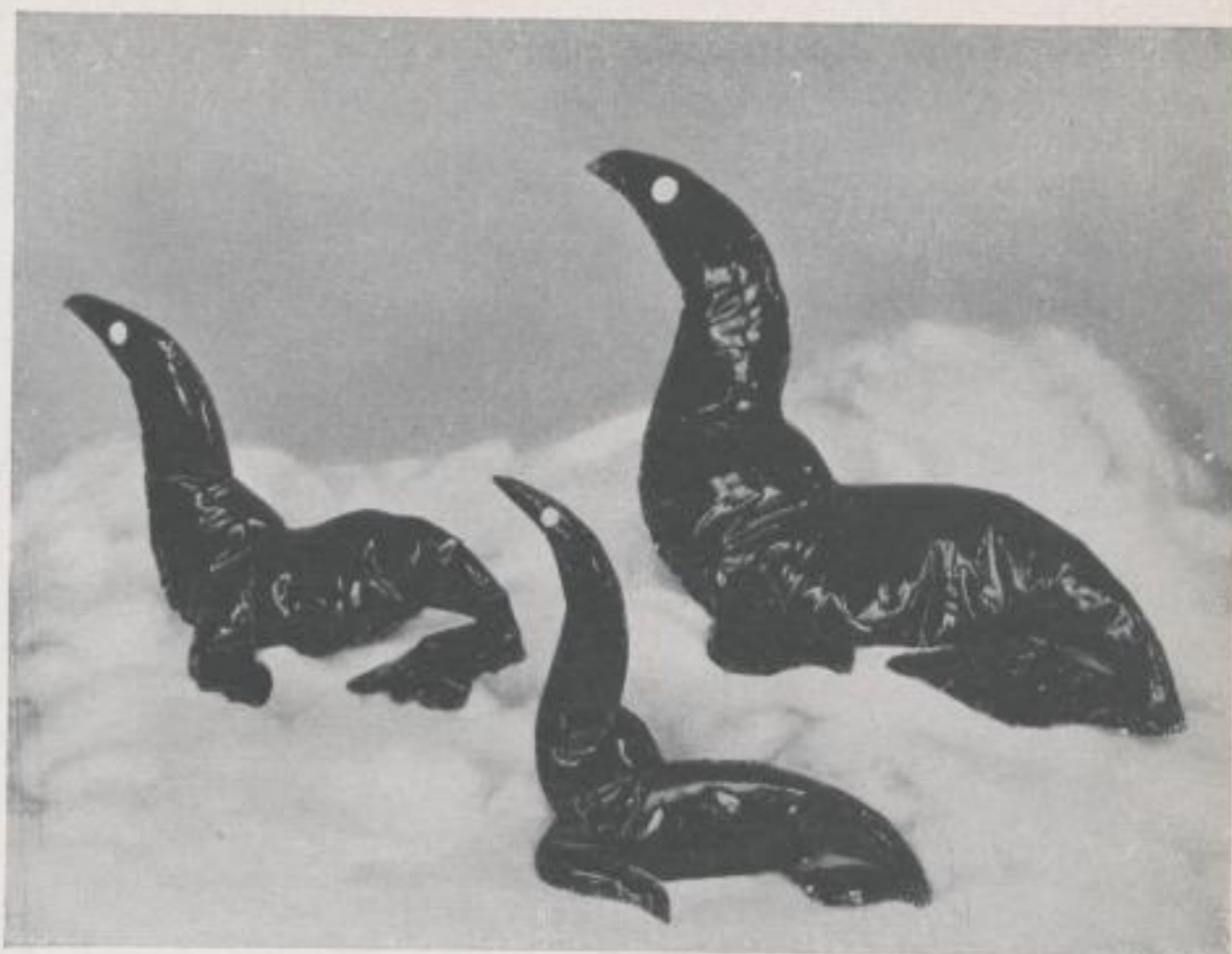


# P R E N T I S

A young Englishman



Plastische Wanddekoration und Stofftiere

Plastic Wall Decoration and Seals



We made his acquaintance in Berlin. At that time he was the art director of Crawford's Agency and the author of excellent advertising campaigns for Chrysler, Bols, Revelation suit-cases and many other firms. Like all foreigners, who have worked for some time in Germany, he speaks most affectionately of this period.

For the last three years he has again been in London, his native town, working in the light and airy studio of the Crawford Building and living in a delightful studio flat in Mayfair. His sphere of work in the Agency has enlarged its scope, and this means that he is no longer able to carry out all his campaigns and ideas himself. Such a personality as Prentis', however, needs the stimulus, the intoxicating magic of transforming plain white paper into creatively vital forms and colors. He needs form and needs to form: Something plastic it has to be. Thus it was that he came to make stuff animals, which he "cuts out" himself. How these amusing and quite original creatures demonstrate the joy their creator took in them! They have a most winning naivety and the