



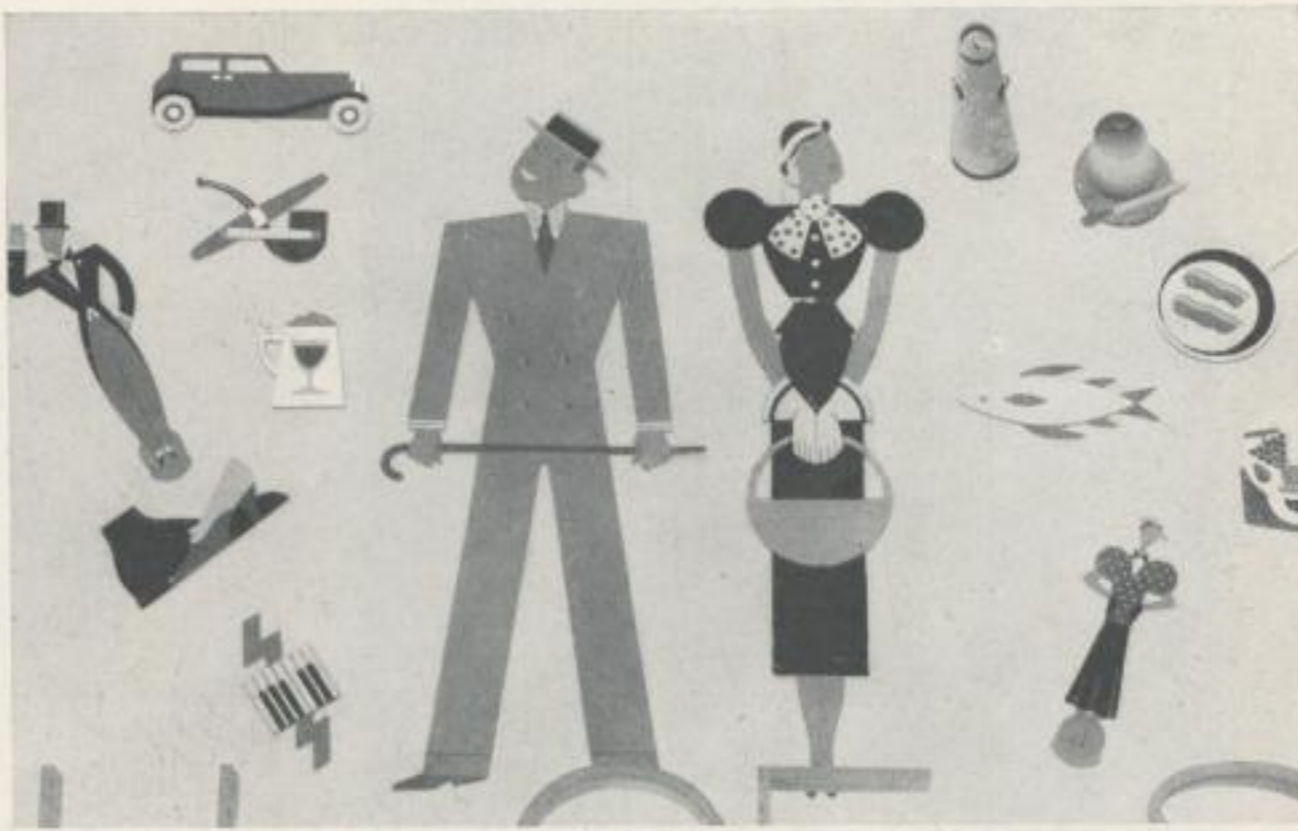
Schaufensterfigur für Delikatessenladen
Advertising Novelty for Delicatessen Store
Entwurf RICHARD HUWS Design

Foto: Studio Sun, London

Foto: A. Craske, London



Zeitungsstand "The Scotsman" Exhibition Stand
Wandmalerei von Pyramid Ideas
Panel designed by Pyramid Ideas



Wanddekoration

ASHLEY & TERENCE PRENTIS

Foto: Studio Sun, London.

Panel

the strong and impressive efforts of the younger men. Masterly drawings with splendid solutions of abstract problems. The standard is remarkably high. The tendency is consciously towards simplicity and clarity. The very cover of the catalogue and the practical subdivision of space point to this. Here the will to construction is plainly visible. The content and form of the design arise from the product, from the thing itself.

In between, as everywhere when Anglo-Saxons get to work, we find light and charming humour. C. R. W. Nevinson says in the "Daily Review": "...there are too many pretty girls on the posters of to-day... the essence of good modern advertising art is simplicity in the poster and the package, etc. ... remnants of the old chromolithograph are out of fashion... we need modern commercial art to express modern ideas... everything, from a chair up, should contain that element of style which emanates from the artists who live and work to-day..."

THINGS OLYMPIAN

The King is also a friend of humour in advertising, as he proved during his visit to the Exhibition.

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In his capacity as President of the Advertising Association, Major the Hon, J. J. Astor, M. P., was director of the Exhibition.

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The idea of this year's exhibition arose with Sir William Crawford. He has been working at its realisation in common with his colleagues and rivals, for a whole year past. He was chairman of the Exhibition committee.