



This time, too, the individual sections of advertising were treated of in special speeches. Luigi Dal Monte, owner of the Acme Agency in Milan, spoke in Section A on Art and Advertising. We must establish our point of view with respect to this speech, because the ideas it contains proceed entirely from the interests of art agencies in Italy, which are by no means a standard for most European countries. Signor Dal Monte attempted to characterise fine art and advertising art and spoke of the extent to which the stylistic forms of fine art could be applied to the arts of advertising. He arrived at the frequent but erroneous conclusion that only the advertising expert could properly decide such matters and that, left to themselves, advertising artists always failed in this respect. For more than twenty years the advertising artists has been in existence in Europe as a specialist. The peculiarity of this specialising is the consideration of the needs of commercial advertising, indeed the subjection of invention to this point of view. The agency system, which Europe has taken over from America has made no difference to this fact. The fundamental mission of the agency is to give every advertising campaign the proper twist and to bring about a proper co-operation between art and the demands of commercialism. It can have no influence upon the idea itself, for here it is the artist himself, the inventor of the idea,



Die Mitglieder der deutschen Delegation nach der Eröffnung vor dem Capitol

Members of the German Delegation in front of the Capitol after the opening

Photo Suffrian