

Other papers on this theme were those of Giovanni Ferrari, Pietro Minetti and Ing. M. Kircher on the status of illuminative advertising in Germany. Charles Maillard, Paris, president of the Continental Advertising Association spoke on law in advertising. It was decided to appoint Barcelona as the seat of next year's advertising congress. Should the World Advertising Congress take place in Paris next year, however, then the Continental Advertising Congress will be combined with this, as was done last time in Berlin. An invitation issued by the German N. S. Fachschaft could not be accepted, since the World Advertising Congress had taken place in Berlin as recently as 1929.

The re-organisation of the Continental Advertising Association which was determined upon last year by the administrative council in Innsbruck, could not be put to the vote in the plenum, since the abundance of official events left no time for it. The Dutch and Swiss advertising associations protested against this and it is anticipated that the sanctioning of this resolution will be put through posthumously at a special administrative sitting.

Besides the book of the congress, another very interesting publication appeared, giving a lively account of the development of Italian advertising art since 1900. The examples shown here are taken from this publication.

Of particular interest to all visitors to the congress were the Exhibition of the Fascistic Revolution in Rome and the great International Exhibition of Architecture and the Decorative Arts in Milan. In the Milan exhibition, the Italian group was particularly interesting. Here fascistic Italy revealed itself as extraordinarily progressive in cultural matters. The new Italian Architects, to be sure, found inspiring predecessors in Germany; but they nevertheless showed much that was new and independent. Particularly interesting were the attempts to create a new style in decorative mural painting. The best-known Italian painters have painted large wall spaces in the separate exhibition rooms with frescoes. An international



Entwurf **D U D O V I C** Design
Ausstellungsplakat
Exhibition-Poster

Plakat für die Nationale Landwirtschafts-Ausstellung
Poster for the National Agricultural Exhibition

Entwurf **E B E R I O C A R B O N I** Design

