

WERNER BRAND



Packungen für Käse
und Schuhpaste

Wrappings for Cheese
and Shoe Polish

Of late years the name of Werner Brand has often been seen as a prize-winner in open competitions. This young graphic artist attended the Art Schools in Essen, Berlin and Kassel but owes the most essential part of his training to the exercise of his art. He has never adopted the stylistic tricks of his contemporaries. This is perhaps why, to the non-professional, much of his work may seem to have too little originality. But for the professional it is in the quality of its craftsmanship that its value lies. His last great success was in a final competition arranged by the municipality of Berlin for a design for the award of the freedom of the city to President von Hindenburg. Werner Brand was given the first prize and commissioned to execute the design. Skilful craftsmanship and artistic knowledge make him an excellent industrial artist. H. K. Frenzel.

