

Attilio Rossi and Carlo Dradi, two young Italian artists, supported by a group of voluntary helpers, give out the magazine "Campo Grafico". Although it has not been founded long, it has already attracted considerable attention on account of the efforts made by the pair to create a new aesthetic element in modern Italian typography.

Dradi began as a lithographer, Rossi as typographer and both underwent about the same course of training: Scuola del Libro (technical typographical school) in Milan, School of Fine Arts in Brera, College of Arts and Crafts in Castle Sforzesco. They do not allow themselves to be led astray by a false conception of tradition and are ready to welcome new developments; original and terse in expression, their work mirrors the artistic tendency of young Italy.

JOSEPH PIZZUTO:

DRADI

ROSSI

MILAN



**SPENDERE  
BENE È LA  
CHIAVE DEL  
RISPARMIO**

A. De Pedrini con i suoi impianti moderni vi può assicurare dei clichés perfetti che faranno risparmiare ore preziose al vostro stampatore. Le vostre macchine potranno rendere al massimo e farvi recuperare il giorno dopo la somma che avete speso il giorno prima per avere ottimi clichés.

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