

WINKLER-LEERS

Paul Winkler-Leers, some of whose latest work is reproduced here, was a pupil of Orlik and so comes to commercial art by way of a fine art training. In spite of his pre-occupation with commercial art to-day, he has never devoted himself exclusively to its service. On the contrary he continually strives to cultivate and perfect his original gifts as an illustrator. The effect of this faithful devotion to problems of fine art is unmistakably impressed upon his commercial art work, for he is one of the few German commercial artists who solves purely commercial art problems by means which would be entirely suitable for an uncommercial illustration. This gift is particularly visible in the case of his designs for industrial plants, carried out with the greatest pains and almost entirely in the medium of the etching or wood-cut. In addition to their application to their actual purpose, they have all the charm and quality of a good bit of art and even when they represent architecture or machinery which is essentially undecorative, they betray a conscious effort to impart a spiritual depth to the subject treated. Winkler-Leers also works in the sphere of book decoration and has proved his fitness for tasks lying outside the region of his usual activities and gifts by designing a number of successful advertisements.

Trans. by E. T. Scheffauer.

