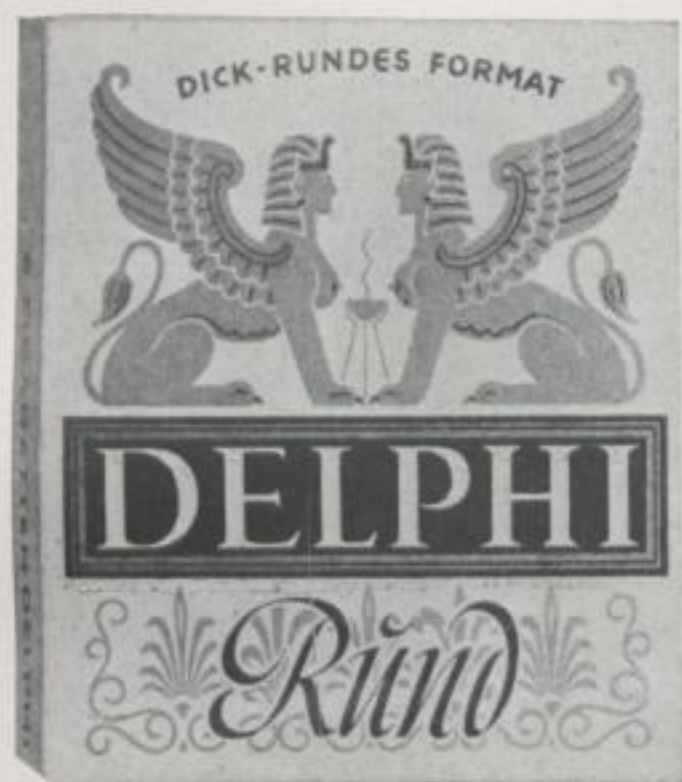




Ausstattung für Kolonialwaren
Wrappings for Colonial Goods

H U B E R



Cigarette Boxes

The clarity, clean finish and effective objectivity of Uli Huber's work renders it particularly suitable for practical purposes. Whether it be a letter-head and envelope to match or a new packaging design—we always have an impression of serious and meticulously executed quality work such as characterizes the dependable advertising artist and which is indispensable for purposeful and practical propaganda. Huber, who is a former pupil of Professor Schneider, does all that is possible and to the point to create an artistic effect when composing small advertisements for the daily press. There is a compelling power in these drawings, which is bound to interest every class of purchaser. Thus, without much experimenting, he arrives at entirely original and on this account especially inviting solutions by purely graphic means. His designs for "Telefunken" attracted attention and are an example of clear thinking achieving a purposeful combination between the conception and its execution. In this packaging, too, we find the practical expression of a principle—to heighten the conception of the contents and to serve presentation and sales. This is a rule which is harder to carry out in the case of common objects of daily use than in regard to luxurious articles in fancy packings which leave the commercial artist much scope. Thus Uli Huber shows a versatility which never runs contrary to conditions and laws whether of practical utility or of graphic applied art.

Trans. by E. T. Scheffauer.