

# ITALIAN ADVERTISING METHODS

Although no ministry of propaganda or point of concentration by any other name forms a centre and organizing focus of Italian advertising, it is nevertheless carried out as a systematic and unified whole in a manner worthy of all praise. This applies not only to the principles followed, which constitute an unwritten law which is strictly adhered to, but also to their practical application, which has taken on definite outlines.

Every exhibition, whether of inland agricultural products, arts and crafts or textiles, is regarded as propaganda for the state, just like a national, artistic or sporting event, the more so as it frequently leads to another propaganda slogan: visit the cities of Italy! One propaganda campaign melts into another, they all run on parallel lines and meet one another at various points of crossing. State propaganda includes publicity for fascism. This movement aims at building up the country, encouraging traffic, promoting industry and helping to develop the intellectual substance of the people. Every individual poster, every advertising slogan contains a goodly proportion of all these factors. It is admirable to see how simply the method works, how single its aim, yet how many-sided its aspects—truly fascistic!

The character of the people in North and South Italy may vary as much as their manners and customs, but for propaganda purposes the whole country is embraced without any distinctions. From Turin to Palermo we find the same advertising pillars and all outdoor advertising, which is much resorted to, follows one and the same scheme. One advertising ribbon with exactly the same inscription exhorts the citizens of Milan and of Sicily to visit the Ariosto celebrations in Ferrara, the performances in the arena of Verona or the grape exhibition on the isle of Elba. Every town, every means of transport, every industry and branch of trade works for the others, as if no other method were thinkable and as if all were a great cog-wheel machine in which every part were indispensable.

The word „propaganda“ and all it implies, to be sure, are emphatically refuted by official circles. It is no longer necessary to conquer anything when one has already

Exhibition Posters

Entwurf:  
NIZZOLI  
Design



Mia