

I P P - PHOTOS

There is something remarkable about Ipp's photographs; they impart something more to the beholder than the photograph itself shows. If you look at one of these photos showing the backs of some men sitting on a bench by the river, you know that the river is the Seine. When you look at the beautiful glimpse of a park in another picture you seem to sniff the spicy air under the old trees of Moscow. Wherever her camera goes, she contrives to seize her subject with such unusual intensity that she captures the whole atmosphere surrounding it.

Interesting and captivating at the same time is the solution of an advertising problem for a firm of men's hatters. Here the propagandistic purpose has been forced with unerring instinct into the central focus of the picture. This excellent bit of advertising photography would alone suffice to prove Ipp's gifts as a propagandist.

Trans. by E. T. Scheffauer.



Bilder von der Seine
Scenes from the Seine