



Hat Labels and Signets

KLINGELHÖFER

Young people are optimists. In this spirit four young and daring commercial artists, their course of training only just completed, founded a studio in common in Cassel, which they called "The Four". This was in 1928 and they were all pupils of Hermann Virl, who is now active in Munich. The studio proved capable of making a good name for itself, but to-day it no longer exists in the original form. Only Sascha Klingelhöfer, the moving spirit of the original community and Hans Scheller, who collaborated on some of the work reproduced here, remain of the original quartette. Klingelhöfer, who is a German in spite of his Russian Christian name, has risen rapidly to the position of leading graphic artist in Cassel and evidently has a great deal to do with the moulding of official municipal art. We would call special attention to his excellent work for municipal tourist propaganda. We note with satisfaction that Cassel's propaganda preserves a most logical harmony, unfortunately missing from the printed matter issued by many another much larger city. But Klingelhöfer's speciality is the trademark, the signet and a rare branch which he cultivates with especial affection—hat labels. He is particularly clever in achieving graphic form which is perfectly in keeping with the nature of this material and the technical restraints it imposes. His work in general reveals Klingelhöfer as a man of very versatile talents, commanding all means of expression open to the graphic artist of to-day. He has lately taken up photography as well and is just as competent to fulfil a big task implying poster design as to design notepaper headings, whether quiet, distinguished and imposing or striking and full of advertising effectiveness.

Trans. by E. T. Scheffauer.

Folder covers

