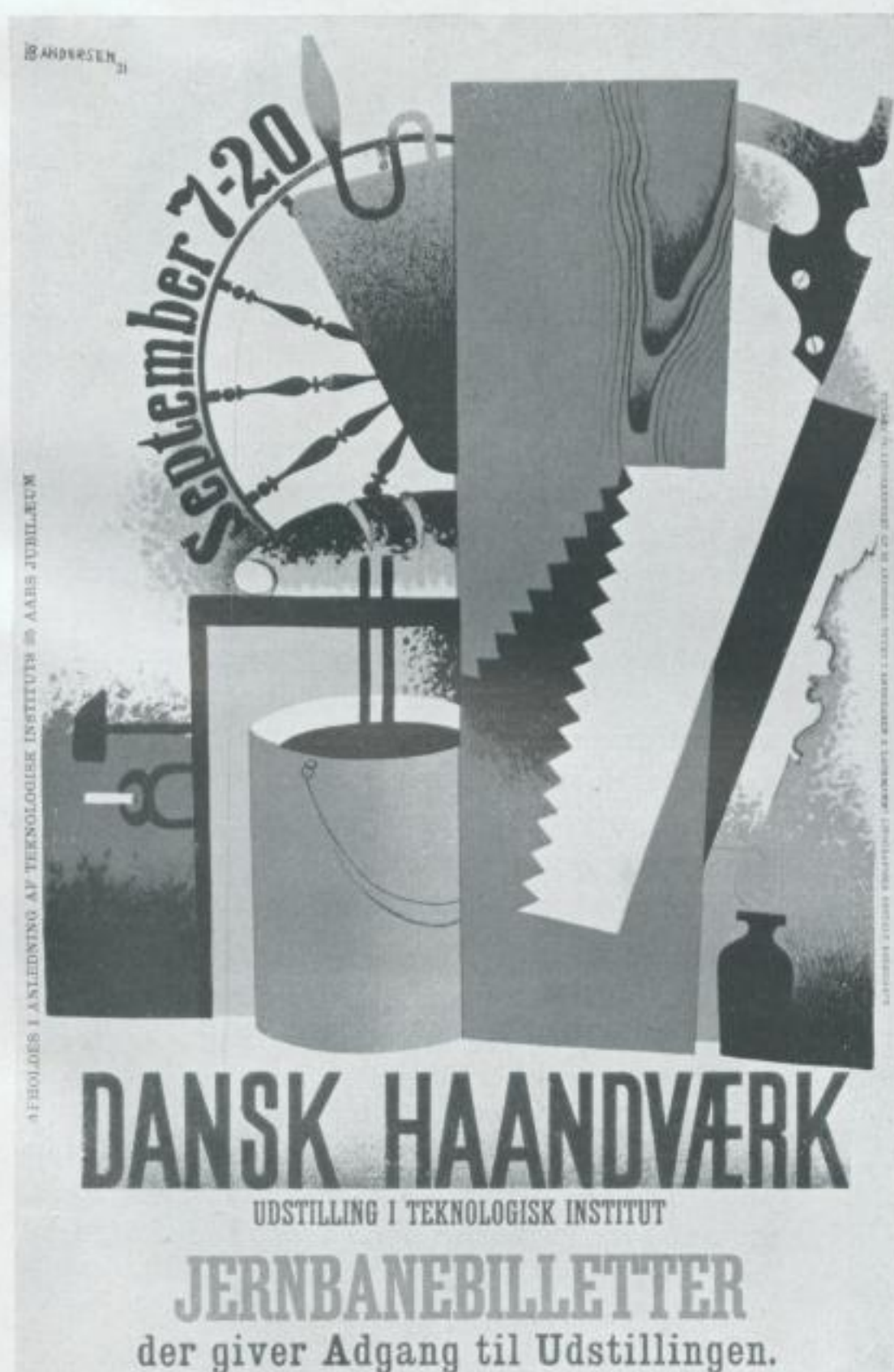


# POSTER ART IN DENMARK

BY OLE DORPH



Generally speaking we are entitled to claim that poster art in Denmark stands on a very high level, both artistically and as regards the technique of reproduction. Of course, one point is observable; just as is the case among our big foreign brothers and sisters, there are only a very few who on account of their talent, their industry and their lively understanding of sale problems, are worthy of criticism or praise. Those who give the hoardings their character and are therefore worthy of note are the following: Arne Ungermann, Ib Andersen, Thor Bögelund, Knud Nellemose, Sven Henriksen, Billmann-Petersen, Sven Brasch, Kjeld Abel, Helge Refn, Erik Stockmarr, Setoft, Henry Thelander, Sikker Hansen and Ernst Hansen. The work reproduced here is selected from that of some of these artists.

We shall at once recognize that the fresh creative genius of the great foreign masters of poster art has also fired and inspired the imagination of the Danish artist. We need only consider Ib Andersen's work, Billmann-Petersen's signal-mast or Rasmussen's travel poster. It is perhaps rather too evident that these posters would never have been designed if Cassandre had never lived.—Without Ludwig Hohlwein, both Bögelund and Sven Henriksen would have designed their posters quite differently. But what does this matter? Ever since the world began, men of genius have quite naturally and happily inspired their contemporaries. No true artist wants to plagiarize—but he ought to allow himself to be inspired by what is new and great. A new conception, a new form of artistic expression must have the power to revolutionize his whole ideas of what he wishes to depict—and must be recorded on his drawing block.

I B A N D E R S E N