

# ENRIC MONENY BARCELONA

A strongly marked modernistic tendency is noticeable in Spanish posters. The lettering in particular is often subjected to a treatment extraordinary to the pitch of illegibility. Nevertheless the general standard of Spanish advertising is far below present day attainment.

All the more laudable therefore is the purposefulness of intention with which the Patronato de Turismo is conducting the traffic advertising and tourist agencies campaign. So it was natural that the Patronato stand at the Barcelona Fair should show up advantageously as compared with the general low average of taste otherwise displayed. Responsible for the design is the graphic artist Enric Moneny who works for the Catalonian

Patronato. The architectonic nature of his work for them inspired the ideas for his posters and folder headings. In general his work evinces a modern note and he repeatedly gives proof of his ability to solve the technical exigencies of the advertising problem in hand.

Trans. by E. L. W-Williams.

