

Joseph Fenneker is one of Germany's most gifted film poster artists. He knows how to bring out the dramatic interest of his subject by means of an arresting technique. The artist here draws on his long and varied experience to illustrate the difficulties a film poster artist is faced with.

FENNEKER



I find that the artistic creation of a film poster is one of the most interesting tasks in the realm of applied art. Films, which are living things, provide possibilities of using imagination and colour in a very large measure so as to create posters of great charm and striking originality, productions which may even be unforgettable. One must be so imbued with the idea of the film, its treatment and its atmosphere that it becomes possible to translate these into a poster design.

To place this v e r i t a b l e film poster though, that is to get film companies interested in it, is a pure lottery. The reason is that film companies still fail to recognize (or refuse to recognize?) that a poster is something very different from the objects that often turn our underground stations, for example, into veritable chambers of horrors.

I cannot understand and probably never shall understand why it is that film people who are otherwise so eager to have their films labelled „Artistically valuable“ are thrown almost into a panic when

Skizze für den Film
„Der Schimmelreiter“

Drawing for the film
“Rider of the White
Horse“