



J. F.
SICHHART
Munich

The graphic artist J. F. Sichhart has quickly become well known owing to the work he has done for Chlorodont and Seebald's Hair Lotion. His pictorial designs are frequently so striking that it is impossible to escape their effect. Sichhart is an outspoken representative of art with a purpose. The sure touch with which he presents the essential feature naturally and in caricature, according to the purpose in view, is remarkable. Sichhart is also a photographer, and his instinct for propaganda has led to his developing a technique with which he gives a poster-like effect to his work by means of strong contrasts of light and shade. His excellent feeling for space and his bold drawing are characteristic.

Sichhart is at the beginning of his career, and much more is still to be expected of this young, hardworking and temperamental genius.

E. M. Bohne.

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