



EVANIST
MORA ROSELLÓ, Barcelona



is thirty years of age. He studied at a private academy in Barcelona and made several study tours to Paris. He has designed the interior decorations of numerous rooms which prove him to be one of the best representatives of the young Catalan school with its Paris tendencies. His posters reproduced in this number for the Exhibitions in Barcelona in 1931 and 1934, for the Casals Orchestra and for Ceramica Sérra are typical examples of these tendencies. His sketch for the tourist propaganda of Empuries where Greek remains have been excavated is artistically superior to the actual poster which, however, may appeal more to the public particularly interested in excavations who would hardly hold modern views.

The two posters of dancers are particularly striking, La Argentina with a delightful pleated skirt and Joan Magrinyà in an incredibly lifelike attitude.

Mora associated himself with two interior decorators to form the "D. A. A. P." group who furnished the milliner's establishment "El Dique Flotante". Mora decorated the catalogues very charmingly with graceful sketches. The amusing title on the cover with the bathing dresses was also used as a poster.

Mora's work also provides an idea of the high standard of those who give him the orders.

Transl. by W. L. Campbell