

MATTER

Matter is one of the very few who did not regard the domain of composite photography as a field for experiments or merely pasting pictures together, but who, on the contrary, introduced a concentrated and definite style into this form of expression.

In 1932 Matter stayed in Paris. Charles Peignot, the publisher of the French periodical "Arts et Métiers Graphiques", had taken it into his head at that time to place his studio at the disposal of the younger generation as a model workshop for the carrying out of new ideas in the domain of photography and advertising.



S W I S S
TOURIST
PAMPHLETS

Later on, in Zürich, Matter was able to show the beginnings of the work which at once made his name well known as a "graphic photographer". This was work of the Swiss tourist propaganda.

The secret of the unusual effectiveness of these posters is to be explained by Matter's artistic personality. These posters are not put together out of photographs and script, but are something quite new, namely graphic photography of the purest kind. For Matter, the composition of these posters was inalterably fixed before he himself took up the apparatus. The