



Posters

M A T T E R

photographic technique for achieving the effect of the posters was also laid down. Matter has long been occupied with the question of suitable colouring which is so important for photographic posters, and he makes use of the most natural means for this purpose; he "dyes" the various elements of the composition photochemically. This is the sole explanation of the wonderfully even freshness and harmony of the colours in the photographic surfaces of his posters. The reason why the two ground