



Verkehrsplakat
Traffic poster

W A G U L A

Tourist Agencies have a magical power of attraction. Whoever walks through the streets of our large towns and stops now and again to look with a certain wistful longing at the show-windows of such an agency will be continually impressed by the effective manner in which the lively posters of the Yugoslavia shipping companies manage to make themselves especially prominent even among the many vividly-coloured posters of other larger shipping firms. These strikingly effective advertisements are all the work of the graphic artist Hanns Wagula of Graz, who is today one of the most notable representatives not only of Austrian advertising art but also of that of Europe in general. Indeed in Germany Wagula is known only through these shipping advertisements, which are certainly among the most delightful productions that

our various rival shipping agencies have to show. Previously, before Wagula passed over to the art of advertising art, he was a landscape artist, a fact still traceable in the obvious joy of spirit that pervades his work. His brilliantly composed landscape-placards are evidence of a carefully considered command of space that becomes almost a law in itself, as also of a special preference for strong, unbroken, yet always delicately intershading colours, whose delightful power of brightness rejoices the beholder's eye without ever offending his harmonious colour-sensitivity. It is here that Wagula seems to be largely endowed with the best characteristic of the old Viennese school of painting. It is indeed somewhat to be regretted that hitherto he has been permitted to exhibit his great gift only for this particular purpose