

Plakatentwurf für die Ausstellung „Die Straße“ in München  
 Design for a poster for the exhibition "The Road" in Munich

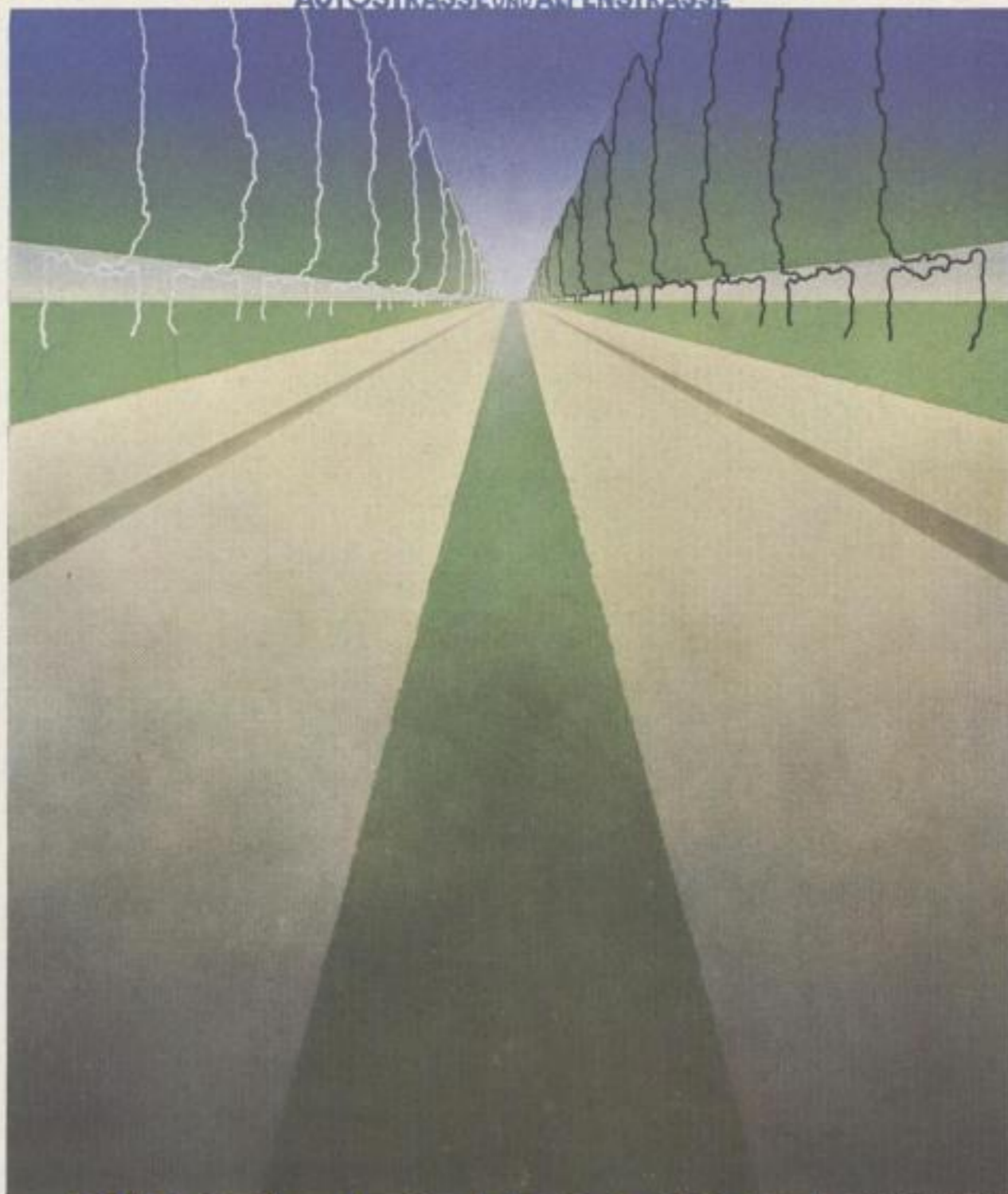
HERBERT  
 BAYER

**IBA 8. INTERNATIONALE  
 BÜRO AUSSTELLUNG BERLIN  
 KAISERDAMM 1934 7.-16.  
 SEPTEMBER INTERNATIONALE  
 BÜRO AUSSTELLUNG BERLIN  
 KAISERDAMM 1934 7.-16.  
 SEPTEMBER IBA KAISERDAMM  
 8. INTERNATIONALE BÜRO  
 AUSSTELLUNG 1934 BERLIN  
 KAISERDAMM 7.-16. KAISERDAMM  
 IBA 8. INTERNATIONALE  
 BÜRO AUSSTELLUNG BERLIN  
 KAISERDAMM 1934 7.-16.**

**BERLIN**

**8. INTERNATIONALE BÜRO  
 AUSSTELLUNG 1934 BERLIN  
 IBA 8. INTERNATIONALE  
 BÜRO AUSSTELLUNG BERLIN  
 KAISERDAMM 1934 7.-16.  
 SEPTEMBER KAISERDAMM IBA  
 BERLIN 7.-16. SEPTEMBER**

**DIE BEDEUTUNG DER STRASSE PLANUNG BAU UND UNTERHALT IN MODELL UND BILD  
 AUTOSTRASSE UND ALPENSTRASSE**

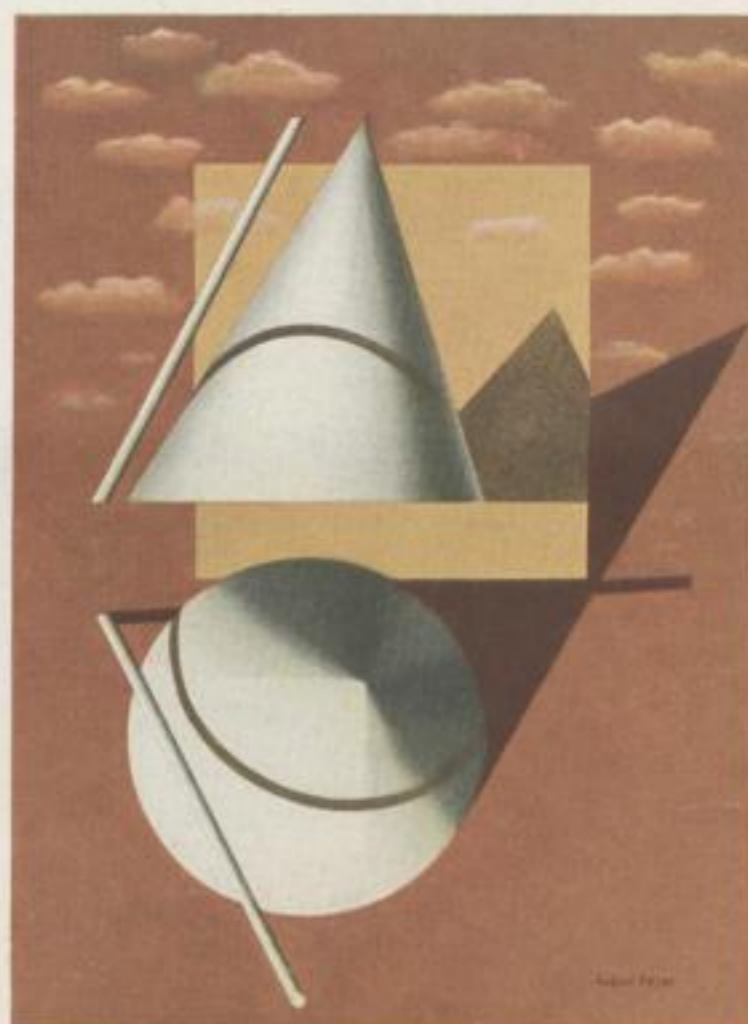


**DIE STRASSE** 2. JUNI - 19. SEPT.  
 HALLE 1 AUSSTELLUNGSPARK THERESIENHÖHE  
 AUSSTELLUNG MÜNCHEN 1934  
 GEÖFFNET 10 UHR  
 EINTRITT 30 Pf.

Plakat für die Internationale Büroausstellung in Berlin  
 Poster for the International Office Exhibition in Berlin

The works of Herbert Bayer here shown are productions of the last three years. In their whole manner, silently and unconditionally, they answer affirmatively the question that has been so much discussed, and with strictly scientific arguments scarcely ever solved, as to the increasingly valuable forces of the artistic style. The whole of Bayer's creative work in art for advertising use is quite organically developed from one broad-viewed, freely artistic basis, and receives its peculiar character from the fact that he himself dares to place the latest artistic knowledge, such as that of abstract painting or of super-realism, productively at the service of advertising art. He also does not shrink, while logically carrying out his intentions, from inserting the most heterogeneous form-elements and tech-

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Komposition