

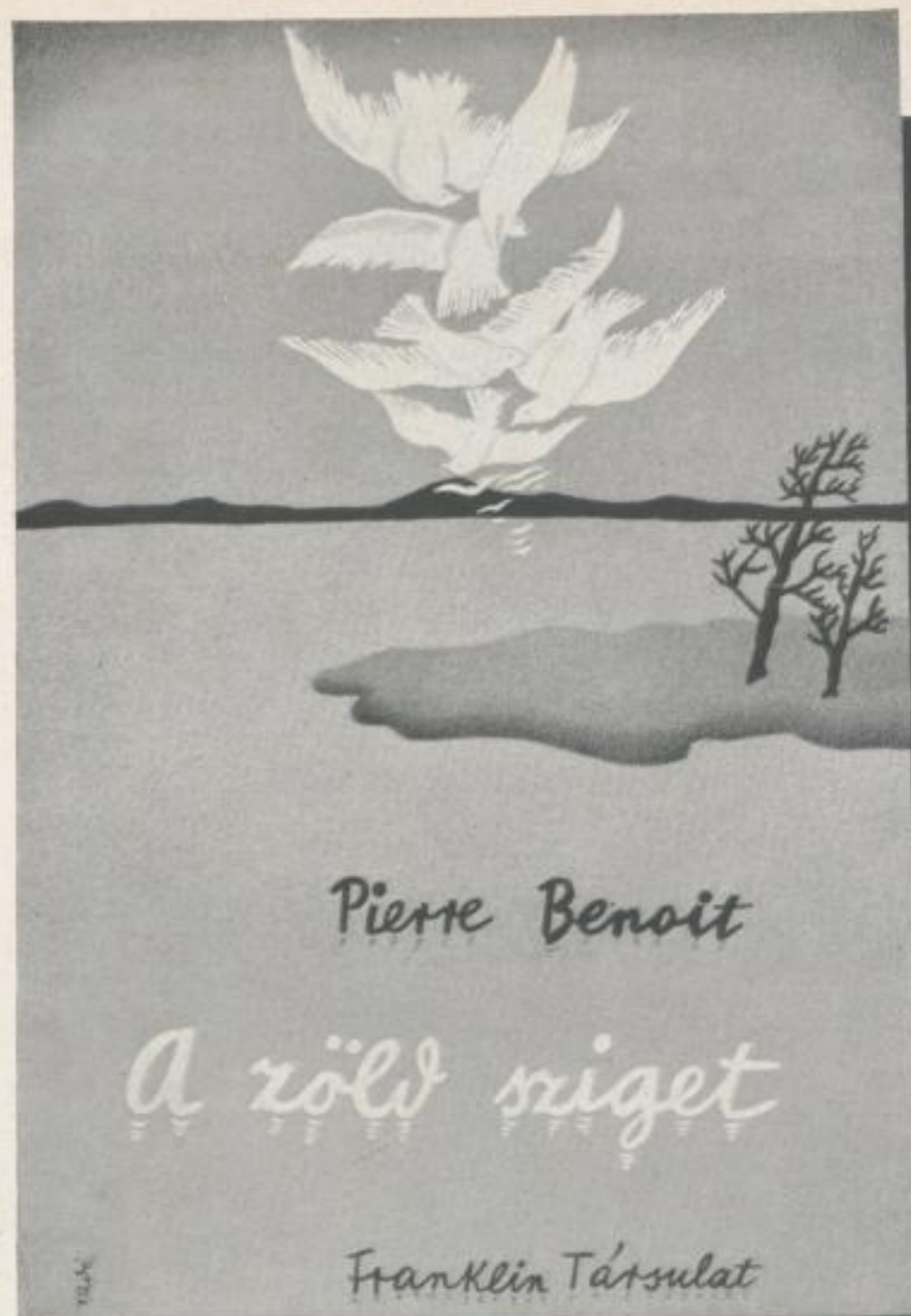
# HUNGARIAN BOOK COVERS

About the time of the "Secessionists", the idea of ornamenting book covers with designs first began to develop. But it was not until the post-war period that a genuine book culture could be revived. Artistic book-binders once more began to produce ornamental covers and editions de luxe for collectors. Towards the end of the inflation period this bibliophile form of production also ceased, to give place to a more practical method of mass-production.

We now find simple pages of text again inside the book, and the jacket has become a sort of advertising poster. This poster-like cover was at first influenced by all sorts of different styles of posters, until it finally developed an artistic style of its own. The cover was again decorated with written text rather than drawings. In Hungary, our publishers sought to decorate the book jacket with text of a more vivid character than can be provided by type. Its aim was to be both highly expressive and at the same time possess artistic simplicity.

This type of book cover is now the prevailing style in Hungary. The leading exponents of this style are Georg Radó and Georg Nemes. Next to them come the book covers designed by Imre Lányi, Vera Csillag, and Alexander Kolozsváry, which are noteworthy for their artistic merit. Mention must also be made of some of the covers designed by the artists Robert Berény, Gustav von Végh, Georg Johann Simon, and Tibor Gergely.

Transl. by W. L. Campbell.



Entwürfe GEORG RADÓ Designs

