



poster art, and to mention such things as the great achievements of Chéret, Steinlen or Toulouse-Lautrec. Nearly all civilized countries have done excellent work in this domain, and even many prominent representatives of the fine arts, who were otherwise completely disinterested in advertising, have, as outsiders, produced really excellent posters. This already almost traditional friendly attitude of artists towards posters is due to very comprehensible reasons. For while very close and restrictive limits are imposed in almost all

Schweizer Plakat
Swiss poster

Entwurf Design
PIERRE
GAUCHAT