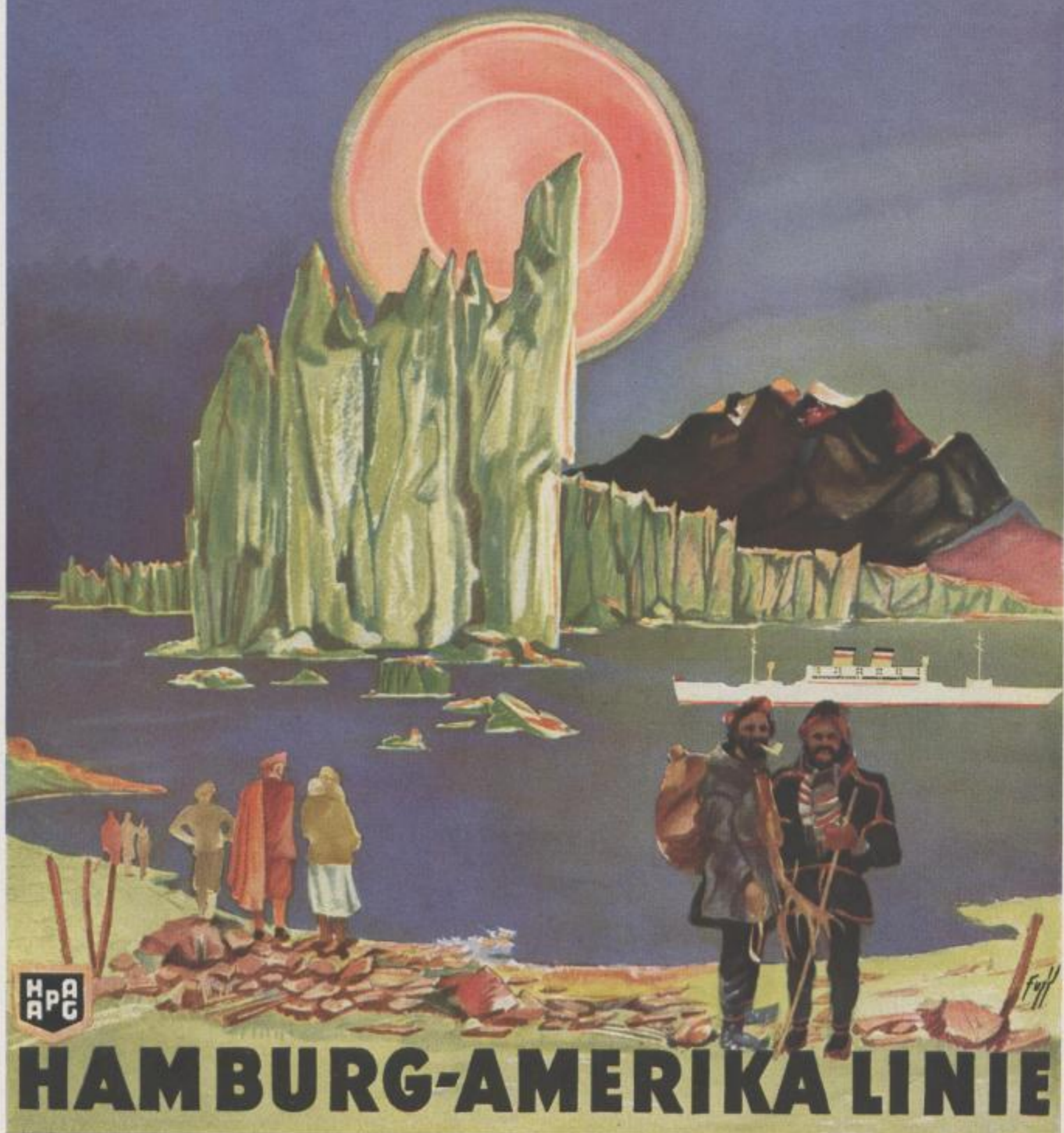


NORDLANDFAHRTEN



HAMBURG-AMERIKA LINIE

other spheres of activity in advertising art on the artist's expansive desire to express himself, both as regards size and also from the intellectual point of view, conditions are incomparably more favourable in the case of the poster. It is also, in spite of all its purposefulness, not so directly and unconditionally bound to follow strictly the line of march of a literary idea which has been given the last finishing touches and which now dominates nearly all means of advertising. If a well-arranged advertisement is the graphic translation of a definite advertising idea, clearly expressed with the simplest means, the effect of a well-arranged poster, on the other hand, consists in the conscious extension and enhancement of the idea until a pictorial representation of monumental proportions and in strong colours is produced which admits of the employment of all artistic means.

Posters for the
Hamburg-American Line

Designed by
ALBERT FUSS