

# FRÜHLING IN OBERSTDORF



This doubtless greater freedom of movement does not, however, relieve the artist of the obligation of seeking for the best possible form for fulfilling the advertiser's intentions. The designing of posters, in particular, always confronts the artist with the eternally new task of solving the problem of how he can imbue a really prosy technical task with artistic energies to such an extent that the balance between form and content, between the advertising requirements and their pregnant representation, is never shifted. There are still no generally valid and generally binding formulæ and recipes for this, even if on closer observation it is already possible to recognize certain fundamental laws of form

Verkehrsplakat  
für Oberstdorf

Tourist poster  
for Oberstdorf

Entwurf            Design  
ALBERT FUSS