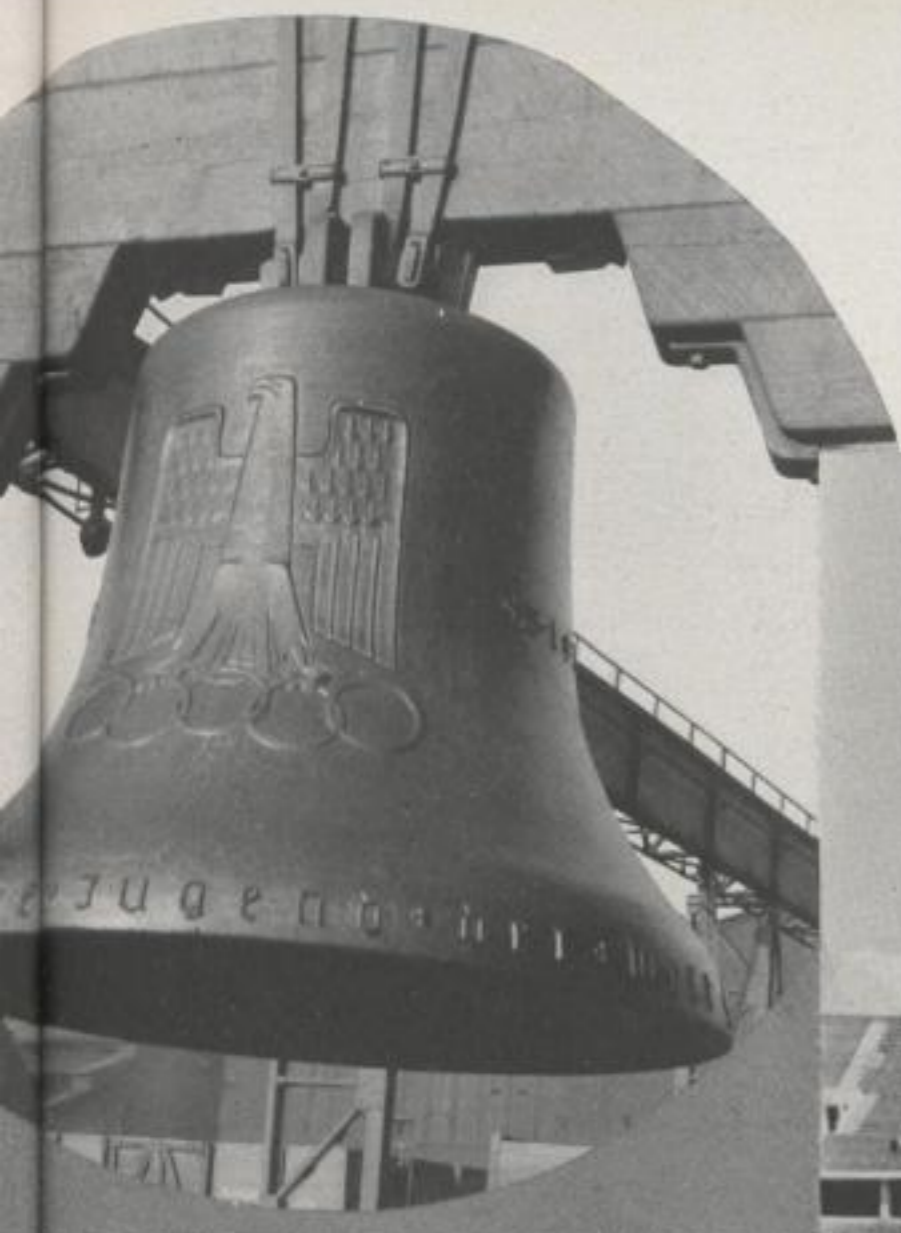


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THE XITH OLYMPIAD, BERLIN, 1936



SPORTING AND ADVERTISING GRAPHIC ART

It is a peculiar phenomenon that nearly all sporting functions, not even excepting the great international events, publish graphic propaganda material which by no means represents a record of achievement. In many cases it is hardly up to the average standard. How is this to be explained? The successful sportsman, conscious of his strength, feels himself to be a master in every sphere, so that he assigns a too restricted field of activity to the artist for the form of the graphic tasks. The sportsman is the theme, and the illustration which does justice to sport is the most important; the graphic seeks for a striking und impressive symbol, but it is only seldom that the synthesis of contents and form is a success.

The advertising graphic art for the XIth Olympiad in Berlin is not a laudable exception in every respect. Graphically, the official poster is a failure. On the other hand all the identity cards for the participants in the Olympiad and the tickets of admission and for places are excellent, aesthetically and graphically. The pamphlets maintain the usual good standard of tourist pamphlets.

The official organ of the Olympic Games, 1936, is, as a periodical, interesting and well made-up as regards the arrangements of the illustrations and the typography. It is the best periodical of all Olympic Games.

All the decorative and architectural problems connected with the XIth Olympiad have been solved on a grand scale and in convincing fashion. The newly laid out Reich Sports Field und the Olympic Village are an architectural achievement on the part of the architect, March.

Transl. by W. L. Campbell.