

DIE POLNISCHE ZEITSCHRIFT

ARKADY

THE POLISH PERIODICAL



Among the young post-war nations Poland has had a particularly hard time, for while the others were presented with territory which was previously already a cultural, economic, and frequently even an administrative unit, all that Poland had to live on was the memory of her former position as a Great Power and the dream of the reconstitution of the State. But when this dream was fulfilled, the Russians driven out, and all possible frontier districts conquered, Poland was once more a State but, at the same time, it was only then possible to gauge what internal rents had been caused by the partition which had lasted for one hundred and forty years.

Just as Pilsudski endeavoured to consolidate the country by creating an unbreakable military backbone, so others made efforts to restore Poland's cultural peculiarities. "We are the real Slavs" is a phrase frequently heard, and directed against the Russians. The awakening of what is typically Slav and Polish extends from the educational system, the care of monuments and museums, to the creation of Polish fashions. In the domain of art periodicals credit is due to the monthly periodical "Arkady" and its founder Hendryk Mund for having achieved this national concentration. The unique issues of this publication, which has existed for two years, have become the lines of guidance for all branches of applied art in Poland. In these issues one sees how modern Polish architecture—the house, its decoration and its garden—are arranged. Furniture and materials, sculptures and portraits, ceramics and glass, luxury

and special buildings—in fact every phase of life in which applied art has or ought to have a place—are illustrated in the "Arkady". The "Arkady" points out how, in the quest for Polish fashions, recourse is had to old local costumes, and how an organization specially created for the purpose is endeavouring to train the peasant women in the traditional handicrafts of spinning and weaving, of which the products may be purchased in one of the largest and finest shops in Warsaw. But at the same time the "Arkady" constantly draws attention to Poland's great artistic past, and although it does not hesitate to offer its readers pictures of the Roman fountains and the pyramids of Gizeh, it has, in spite of all these external stimuli, always concentrated its efforts on the internal aim, namely the encouragement and guidance of Polish art.

Advertising art is a special domain of the "Arkady" and the technical domain of Hendryk Mund who is the director of the graphic department of the P. A. T., the official Polish news and illustration agency. Advertising art occupies considerable space in the issues of the "Arkady", and this alone is a guarantee of their high artistic standard. ("Noblin's work was dealt with in the April issue and that of Levitt-Him in the August issue of "Advertising Art"). In view of the good taste shown in the selection and arrangement of the material, the "Arkady", which has only existed for two years, can already be described as a point of concentration and departure of artistic endeavours in Poland.