

TRUEB

Catalogue of carpets
and curtains

There are undoubtedly certain internal and quite legitimate connections between advertising art and architecture, for in both cases there is a definite practical sphere of activity, while the common prerequisite for all good and useful work is a natural fundamental sense of organization as regards spaces and mass. It is also no mere accident that when German advertising art was making great strides at the turn of the century so many fine artists and assistants joined its ranks from those of the architects in particular. One has only to recall the names of prominent men such as Peter Behrens and Wilhelm Deffke, while even a poster artist like Ludwig Hohlwein was originally an architect. The works by August Trueb reproduced in this issue can also not conceal the fact that their author began life as an architect who was led by a definite talent for decoration, in the course of his further development, quite logically from interior decoration to advertising art. Even now the clarity and lucidity of his lines and the terseness and simplicity of the means employed are evidence of an original desire to build and of a certain inclination to constructive work. It is also typical of Trueb

