

Verkehrsplakat für St. Moritz
Tourist traffic poster for St. Moritz

Farbenfoto
Colour photo



which has not already been done times without number without meeting with protest. Their decisions are usually arrived at in a dangerous fog of pomposity and uncertainty, and the results are those sickly-sweet pictures of flowering trees and smiling girls which are the same from the Arctic to the Antarctic. One is conscious of the incredibly helpless attitude of the artist employed, and the slackness of the composition is equally marked. Everything appears in a strange false light, and they remain convinced that a regular commonplace is still always more effective than any kind of new idea. Apparently no one is able to keep beauty and banality apart, for all good starts are spoiled by "adaptation".

Of all the Continental countries the only exception really worth mentioning is Switzerland. Every year the Swiss produce new and surprising solutions, and the most important point is that a Swiss poster is always unmistakably Swiss! There is nothing of the everyday realism otherwise usual in nearly all other countries. Norway and Hungary have also developed good styles of their own. We shake our heads when we examine the tourist traffic posters in France. Really the only exceptions are the posters for the International Exhibition of 1937. The other tourist traffic posters