



Entwurf Design
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providing a strictly objective representation of the happenings in their own days. The Greek artists probably thought that they were the first to produce really naturalistic effects, and also medieval and modern masters, irrespective of the style in which we may classify their works now. The only true artist is he who creates something new in the style of his own times, and is not content with feeble imitations. But one of the strangest phenomena is when the advertising departments of the Central European tourist companies and spa administrations design advertisements which are supposed, to appeal, for instance, to the British or American taste. Just as no one can speak a foreign language merely at a word of command, just as little can an artist suddenly adapt himself to alien forms of expression. Besides this, such an endeavour is one of the greatest mistakes in advertising. No tourist from America or Great Britain comes to the Continent to find himself in his home surroundings. Of course he wishes to find the same comfortable surroundings, but otherwise he is looking for what is strange and novel to him, and that ought to find expression in the

