

Plakat für
London Passenger Transport Board

Entwurf Design
EDWARD BAWDEN

Poster for the
London Passenger Transport Board



of the town, from the City to the West End, in banks, offices, restaurants, monumental stores, numberless theatres and picture houses have witnessed an immense development since the War in spite of all conservatism. It is the London of the well set-up light-haired young Englishmen who frequently already occupy important positions, men who are polite but firm, brief, determined, courageous and conscious of their responsibilities. The London where the slim, smart, brightly made-up young Englishwomen take their places quite naturally, although colourless in work and manner. There are two worlds here—and there might be thousands—but the most astonishing thing about London is how it manages to find the synthesis between the still existing past and the progressive future, what we are tempted to call the decisive spark which, with the development of the press and the technique of printing, caused the good elements of the old tradition to glow in combination with a new creative will in the most successful and visible form, welding them to produce a fresh phenomenon, namely British advertising.

Anyone making his way into the machinery of this advertising and publicity industry—which has really become a separate industry—(as the writer did in the course of a long search, many conversations and professional connections) might dread its mechanization, over-organization and excessive commercialization. This fear is sometimes justified, for the creative spirit has been sacrificed to business methods, and routine and set forms have taken the place of human imagination and daring excursions into fresh territory.

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