

TONI
Zepf

There are only too many examples at the present day, which prove that advertisers still believe that the most convincing form of picture is the so-called naturalistic representation which is most in accordance with the reality. That is a cheap form of self-deception, for this naturalism does not even show the bare skin, but merely a thick sickly-sweet layer of make-up and powder whose decorative deception is soon seen through. The reality, which the observer wishes to see and which ought to be presented for his inspection, looks quite different. It is never merely superficial, but is a summary of a large number of individual optical observations and mental processes. It is really a very variable and imaginative idealized picture. Toni Zepf's advertising

Plakat
Poster

