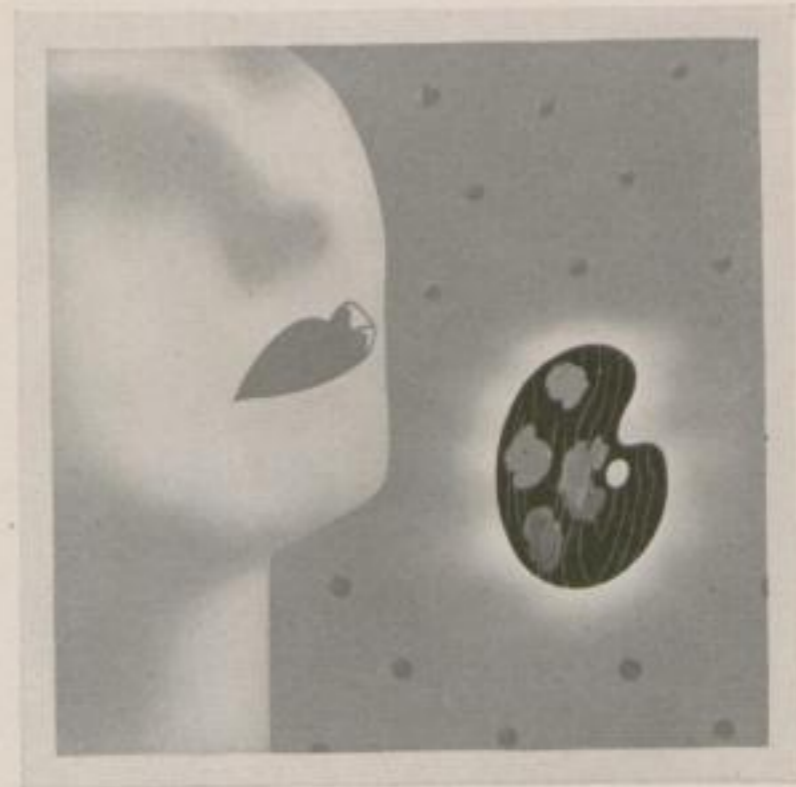




Prospektumschlag

Cover for a pamphlet



Prospektumschlag

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graphik work is marked by this stimulating reality of greater truthfulness which is fascinating and convincing. It gives the observer a true idea of what he believes that he has already seen frequently, and of what he hopes for or dreams of. His work has a mysterious power of suggestion, and that is just, what our advertisements need. Moreover Toni Zepf is absolutely unprejudiced in the choice of his graphic means and methods, which are always readily subjected to the dominating idea of the advertisement. But he is fond of producing part sections from Nature—which his secure mastery of the means employs enables him to do—and of so increasing the effect of these pictures of real things by a clever combination with frequently quite heterogeneous means of representation that impressions with a fascinating atmospheric power of conviction are produced. Toni Zepf's pronounced style is thus the perfectly natural result of a strong artistic temperament endeavouring to produce the most impressive forms of advertisement.

Translated by W. L. Campbell



Umschlagentwurf für die „Gebrauchsgraphik“  
Coverdesign for the periodical „Gebrauchsgraphik“

T O N I Z E P F

Plakat  
Poster

