

# NOVEL PICTORIAL EFFECTS

We are sometimes surprised and astonished by perfectly simple things, such as a flight of fancy which breaks immutable laws which are nothing of the kind. Must the commercial artist remain in two dimensions? Must he content himself with surface, form, and colour? He is not really bound to do so. Is the window-dresser bound to work for ever with the traditional set pieces made of papier maché figures and draped materials? Of course not. On the contrary, the work of the artist intended for advertising purposes is not bound by cast-iron rules or for a purpose of its own. Its sole function is to attract people, interest them and secure their attention, but unfortunately not for the artist's work but for what the tradesman wishes to sell. Hence the "new idea" becomes a categorical imperative in the entire field. But what a relief it is when someone discovers that the motif need not constantly change or be different, for an unusual material suffices to work wonders. Thus cleverly shaped strips of metal have become those glittering graceful mannequins. The interplay of bent wire and light also opens up a new field of representation, charmingly unreal and yet within easy reach. But where the shadows of tin strips define the contours of a coloured drawing, amazingly beautiful strange effects are produced. Even paper plastic work can be eloquently and deliciously impressive. All this is made of waste material, rubbish, and nothing. It is solely a question of the creative touch.

Transl. by L. Fritz Gruber

Entwurf ELSIE KRUMMECK Design

Puppen für ein Schaufenster Puppens for a window-display

