



R E I C H E N F E L S E R

Plakat für Shell
Poster for Shell

Heinz Reichenfölsler, who was born in Vienna in 1901 and works in Graz, the principal town in Styria, is one of the most promising Austrian commercial graphic artists.

Reichenfölsler has gone through the strict and not always pleasant school of commercial advertising, but even in this field he was able to combine purpose and form in an effective way. In a poster artistic will and design are readily comprehensible; instead of the art for art's sake standpoint of the isolated artist there is the definite purpose imposed by the tasks assigned by in-