



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

Verkehrsplakat
Tourist poster

dustry, commerce, tourist traffic or policy; instead of a large orchestra of colours there are the full strong notes of unbroken colour. The effect of a poster must be more impressive than that of a picture. As it has "something to say", the most essential point must be reduced to the simplest formula, which leads to the fundamental forms of art, for that is the secret and profound meaning of a poster.

Translated by W. L. Campbell