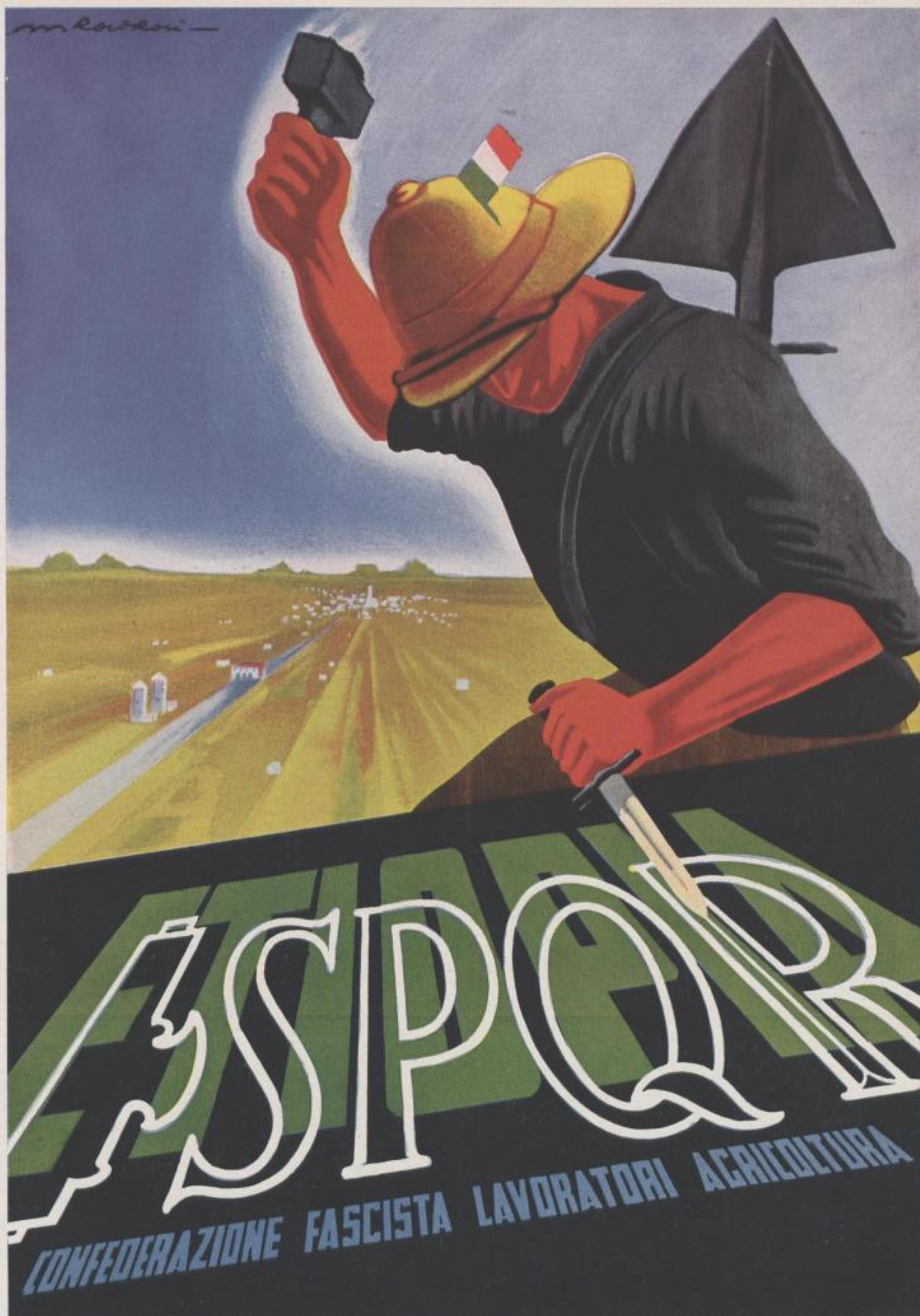


Werbeplakat
für Kolonialbesiedlung
Entwurf Design
W. ROVERONI
Poster for colonization



machine industry is very poorly represented (Fiat cars, Olivetti typewriters, etc.). As for the artistic part of the advertisements, it is only in a few cases that they are above the average, but there is already evidence of progress in this respect. The efforts of Attilio Rossi and Carlo Dradi to introduce a new modern line in typography have been quickly appreciated. Concise and individual in expression, they have produced black and white compositions which met with widespread appreciation, like Erberto Carboni's more recent work (for Olivetti, Strega and Pirelli), from which it is not difficult to recognize that he was formerly an archi-