

Plakat
für eine politische Kundgebung

Entwurf Design
R E S E N T E R A

Poster
for a political demonstration

Inv. Graf. N. MONETA, MILANO (1919)



“La Rinascente” and the decorative paintings in the Air Ministry. Resentera is his pupil. This young artist, as Dudovich himself has said, has, within a few years, achieved importance which justifies the best hopes. Starting with the bold lines of the Dudovich school, Resentera has already developed a style of his own which is certainly full of meaning, especially as his work consists on the whole of posters for political and State propaganda.

SEPO (Severo Pozzati) represents an entirely different style. His posters always have a very direct effect, in spite of their practicability and of the simplicity of the means employed. His simplicity is the reverse of a lack of ideas. It is much more difficult to remain simple in idea and colouring than to produce something rich and overlaid. The modern poster has a tendency towards simplicity and the quintessence of the idea and the unit. The work