



Prospekt

Pamphlet

Many of those concerned with advertising—especially those who are not quite certain of their talent—make the great mistake of feeling that they must make their work to a certain degree commonplace, in order to render it more easily intelligible to the general public. A large number of artists have fallen into this error, which is characteristic of those of mediocre gifts. They produce superficial work, thinking that after all advertising is only an inferior branch of art, since the things they themselves do indifferently are usually done even worse, and in any case are good enough for the public. In contrast to such views, all the work of Jean Picart Le Doux shows that an artist who possesses pride in his work and has determined once for all to make no concessions, can in the end succeed in creating work of high artistic value which is intelligible to everyone. To achieve this it is necessary that he spares himself no effort. These creations of Jean Picart Le Doux, whether placards, prospectuses, pamphlets, letterheads or even visiting cards, prove clearly that it is worth while to make even the smallest thing as perfect as possible. This artist would feel himself dishonoured if he neglected to give his best to every work that he undertakes. When one considers separately his compositions, his figure drawings, his typography, and also his exacting standard in the choice of photographs for use in his photo assemblies, one recognizes in each case his arduous striving for perfection and enhancement and his efforts to attain the correct proportions and colour values.

Innenseiten aus dem Mitgliederverzeichnis des „Ski Club de Paris“

Pages from the list of members of the "Ski Club de Paris"

