

GEBRAUCHSGRAPHIKER

10 YEARS B.Ö.G.

In the early nineteen twenties, the then small number of advertising artists in Austria experienced a rapid increase, due to recognition of the fact in ever-widening circles, that success in advertising was largely determined by the striking and effective work of the experts commissioned to do it. These artists who worked for commercial purposes only, were often forced to acknowledge in the course of their hard struggle for a livelihood that the individual was generally helpless when confronted with the new and manifold vocational problems of the day. The Artists' Associations already in existence could not offer any adequate support to the advertising artists as their own interests and work lay in totally different directions. These conditions were, then, the main factors determining the efforts of Kurt Libesny and Ernst Ludwig Franke in 1926 to effect a union of all Austrian advertising artists. They were successful, and a group of experts was formed within an existing Artists' Association. On the 14th of October 1927, however, the Austrian Advertising Artists' Association became an entirely independent body. Since its inauguration some 10 years ago, the Association has not only most successfully represented the vocational interests of its members, it has done much more, especially in contributing through its publications and exhibitions towards upholding the wellmerited reputation of Austrian advertising art outside of Austria, even in such far distant lands as America and Japan.

For ten years the Association has enjoyed a high reputation, first of all under the direction of one of its founders, Herr Kurt Libesny, and now under the presidency of Herr Leo Pernitsch who has worked in the foremost rank since the day of the Association's inception with a view to realizing its aims. The Association works in collaboration with affiliated societies in other countries, such as the former German Advertising Association whose device it still bears, for the promotion of advertising art, and that of Austria in particular. We wish the Austrian Advertising Association further prosperous development in the future, and a successful realization of all its aims.



KURT LIBESNY
Gründer und Ehrenpräsident



E. L. FRANKE
Gründer und Ehrenmitglied



LEO PERNITSCH
Präsident und Ehrenmitglied