

Werbung für polnisches
Leinen
Advertising for Polish
linen



Originality is perhaps allowed greater freedom of expression in the design and production of modern advertising art than in any other branch of creative art. The product of commercial art is intended for the moment and in its design the apt symbolism of a thought, improvisation and experiment are justified. Commercial art commands a much wider range than do these works of art created for all time. It thus differs from plastic art in precisely the same way as photography differs from painting and journalism from works of literature. Greater freedom, however, in the employment of means and methods necessitates greater obligations in achieving something really original and of striking variety. This wide range open to commercial art must be used advantageously.

The Warsaw advertising artists, Messrs. Wajwod and Manteuffel, have showed considerable success in this respect as is evidenced by their experiments in sculpting with—glazed paper! Plain, smooth generally silvery sheets of paper are all that is necessary in which to clothe the creations of their imagination. There is no need for cutting, pasting or for cardboard. The figurines are formed, as it

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