



Festdekoration für einen Ball der Kunstakademie

Festival decoration for a fancy-ball of the Academy of Arts

were, "in one mould", one sheet of paper being usually sufficient. But their value lies in their being more than mere curiosities. These original figurines are never grotesque and preserve all the characteristic features, namely, pleasing lightness, of the material of which they are made, a striking contrast to the usual bombastic figures made of cloth or ordinary paper. There is no pretence at reproducing the appearance of weight, paper remains paper and makes possible in this case the multi-dimensional form. Consequently these works of decorative art are highly excellent for the windows of a book-shop in which "sculptures in glazed paper" fit in perfectly with their surroundings and their close proximity to journals, newspapers and pictures. Our reproductions afford an excellent idea of how this new and original form of advertising absolutely fulfils all the requirements expected of every kind of advertising art, namely, the power to attract and appeal, showing moreover, how well suited these ingenious figures are for other purposes such as festive decorations, exhibitions, and shop-windows generally.

Translated by Flora Sa'mond-Volkman

Allegorie „Die Werbung“
aus dem Pavillon de la
Publicité auf der Pariser
Weltausstellung



Allegory "The Advertising"
from the Pavillon de la
Publicité at the Paris
Exhibition