



Plakat

Poster



Zeitungsinserat

Newspaper advertisement

suitied for this purpose, and just because of his awareness of the important cultural mission of advertising art, Bayer demands of himself and of every artist working in this domain, a high sense of responsibility and discipline in his work. This natural demand does not contradict the primary demand for utility. Bayer's own work shows that even the strictest demand of artistic form is not necessarily opposed to the demands of utility, since ultimately all questions of form are psychologically explained with reference to the material used and its special adaptation to the consumers