

LUDWIG HOHLWEIN



that is simply pulsing with vitality. But he can do this without puzzling the beholder as to the meaning of the poster which one glance suffices to grasp; the impression created is thus all the more arresting in its elemental force. Such a simplifying of the simplest and, in this way, easily understood formula ensures Hohlwein's posters their wellproven arresting and convincing publicity appeal.

Translated by Flora Salmond-Volkmann