

H O H L W E I N

Zooplakat  
Poster  
for the Zoological Gardens



been the case. His posters, it is true, are based on the natural and solid foundation of an extremely observant and intimate knowledge of Nature. Actually, however, they are anything but mere hastily drawn reproductions of impressions gained from Nature, but are rather the carefully thought-out transposition of the same into the pictorial, the poster effect. And this is just where Hohlwein's strength lies; for there are very few who understand as he does how to reduce the multiformity of countless single impression to a common denominator as it were, and to produce a harmonious well-considered whole