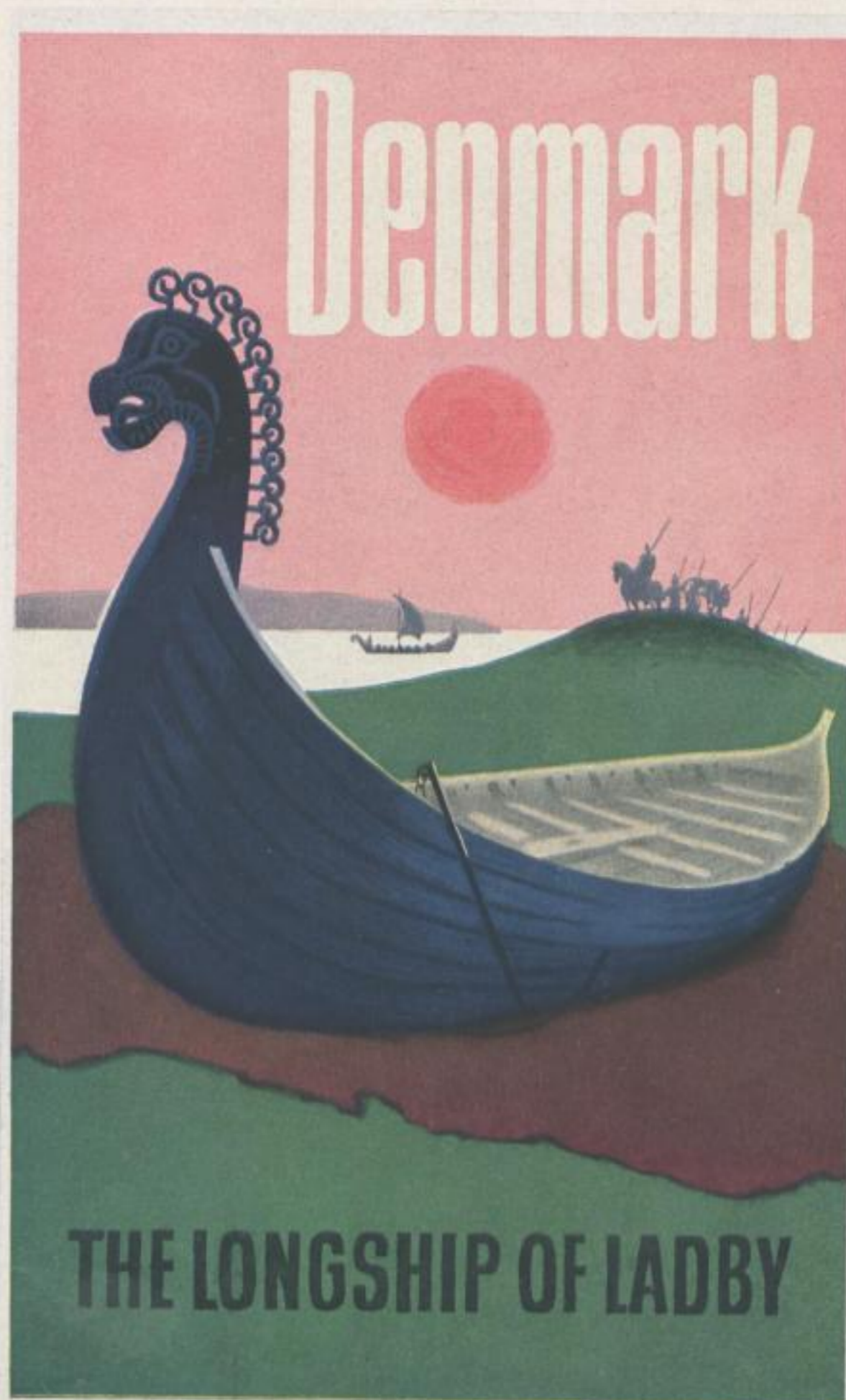


In every piece of good work in advertising art a form of artistic expression is striven after which can be easily grasped by the public, and which ensures it at the same time a responsive echo from beyond the frontiers of its country of origin. All the same there is concealed in this effort — however natural and justified it is — a certain serious danger viz. that of internationalisation i. e. of a uniform method of expressing artistic form, a trend not unfrequently met with in European posters. It is, however, quite wrong to think that a far-reaching intellectual understanding is to be arrived at by a formal adjustment and the use of media similar in character. Such a method would inevitably lead in time to a levelling dull in the extreme, and to an entire lack of vitality and originality in this branch of art. Differences or even opposites are just the very factors which if springing from the healthy soil of a form of artistic expression conforming to type, arouse interest and ensure good publicity appeal. This for instance, is evidenced in the best of the Danish posters reproduced in this issue and which, while in no way denying the general basic principles of European poster art, nevertheless preserve their own peculiar trend in their liberal pictorial conceptions. They will thus be ensured valuable attention and the complete charm of outstanding originality.

Translated by Flora Salmond-Volkmann

durchaus verständliche und berechtigte Streben birgt aber zugleich auch eine ernste Gefahr in sich, und zwar die der Internationalisierung, also einer einheitlich gleichmäßigen künstlerischen Ausrichtung, wie sie heute nicht selten gerade bei dem europäischen Plakatschaffen in Erscheinung tritt. Es ist nun aber ein Irrtum, zu glauben, daß sich ein möglichst weitgehendes geistiges Verständnis am ehesten durch eine formale Angleichung und den Einsatz artgleicher Mittel erreichen lasse. Ein solches Verfahren würde mit der Zeit nur zu einer ermüdenden Nivellierung



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