



Innenplakat

Hans B. Becker

He enjoys clothing his figures in the charming garb of by-gone ages and makes excellent use thereby of his wide knowledge of national dress and costumes of the past by adapting them to his present work of modern design. This is particularly noticeable in the fascinating postcards he designed as publicity appeal for the Associated Milliners' Guilds, his catalogues, shop-window designs or packages not

artists. It is obvious then that the influence of an assured artistic tradition and memories of his native province with its gay masques and carnivals must leave some mark on his creative work. H. B. Becker started his career as a press draughtsman but soon transferred his attention to advertising art. Fashion and costumes predominate in his own work. H. B. Becker, however, cannot exactly be called a fashion-designer in the true sense of the word.

Poster for a shop window

