

Bierplakat  
Poster for beer

We display in these pages some specimens of Z. Szathmáry's work. He is a young advertising artist who started his art studies in Budapest and is at present in Holland for purposes of further study and to complete his training. What is shown here is part of the practical

work he has done at Amsterdam. Z. Szathmáry is obviously gifted as a poster artist as is evidenced not only by his humorous beer poster but is also apparent in the strong colour and decorative effects of his wrappers. He exhibits a preference for large surfaces and forms, and displays remarkable skill in simplifying his elements in drawing and in adhering to essentials. This tendency gives his work that large-scale monumental effect which would make him appear peculiarly talented for poster design. We may well expect more good work of this kind from him in the future.

Translated by Flora Salmond-Volkman

