

experiments in form which he considers to have an invigorating influence on art, Boccasile nevertheless appreciates the predominating tendency which explores new sources of inspiration in the past, and in classic forms of painting in particular. He is a profound admirer of German artists whom he regards as outsiders in industrial art because of their vigorous and ingenious synthetic methods of working. As for the Swiss artists, he gives them the credit of having developed assembling of photographs into an art. Boccasile has not only

Schaufensterplakat

boccasile
MAILAND



Shop window poster

gained a high reputation for himself in his own country as an advertising artist, he is now famous as the portrayer of beautiful women. A few examples of these portraits

will be shown in a following issue. Boccasile's work as an advertising artist is extraordinarily versatile extending as it does from postcards to book-covers, from the small prospectus to the large poster, and is further characterised by the perfect mastery of his media, drawing and painting. Completely engrossed as the artist is in his work, he lacked the business capacity