

POSTERS

Franciscone is a self-taught artist having acquired all his experience and knowledge in a ten years' apprenticeship of real hard work. He was in turn a stone engraver, a chromo-lithographer, a printer and a draughtsman until he finally became the talented advertising artist we know to-day. His taste is faultless and he knows exactly the requirements of modern times. At present he is a much appreciated collaborator in the I. G. A. P., Milan, a firm famous as

FRANCISCONE

publicity printers. Notable in Franciscone's work is the lucidity of conception which expresses itself in classic lines and balanced forms, but is at the same time permeated with the modern spirit. Franciscone has the happy faculty of harmoniously combining what is light and pleasing with a more serious form of composition. One art critic made the following trite remark about Franciscone's work: "His drawings, colours and compositions plainly reveal his leaning towards an abstractness of form, a striving after unusual colour effects and the obvious determination never to neglect those

