



Hugo Bernhardt is a versatile advertising artist whose activities have long since extended to nearly every branch of commercial publicity. He designs small interesting stamps, fairs' stalls, and is as much at home in the world of books as in the whole field of industrial publicity. Everything he designs is devoid of artificiality being well thought out, restrained, and expressing, moreover, an obvious desire to find the best possible formula for the purpose in hand. This artist's work reveals the technically trained hand of the calligrapher and experienced graphic artist, and gives striking proof of a sure eye and fine sense of making proper use of surfaces. These are never spoiled by risky experiments in form but are practical in the good sense of the word. At the same

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time there is no lack of stimulating, colourful and ornamental attraction that determines their own peculiar character. This is evidenced above all by the work in a special supplement which the artist executed in collaboration with G. Starke's Art Institute in Leipzig. Hugo Bernhardt has for a long time past devoted himself with keen interest to the technique of engraving on stone, a process demanding extraordinary accuracy and precision. However, it lends itself to producing a certain softness and warmth of expression, and what is seen here is full of delicate charm and beauty. There is a multiplicity of possibilities for using this fine old technique, to mention only layouts for letters, prospectuses and labels.

Translated by Flora Salmond-Volkmann