



Schaufensterplakat Shop window poster

detail. Not infrequently do some of these compositions show that the advertising artist has allowed the painter in him to prevail. In his posters and book-covers Julius Fejes employs in the main figure motifs which he uses in his illustrative work also. What makes his work so delightfully attractive is the vitality he

puts into his figures and the manner in which he conveys the sense of vigorous movement; this being particularly noticeable where his subjects wear the colourful national dress of Hungary. There is something extremely brisk, fresh and natural in this artist's treatment of his compositions which makes his publicity work so convincing and persuasive, besides creating the impression of its having been designed and executed with ease and facility. Transl. by Flora Salmond-Volkman

Schutzumschlag Book jacket



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