



Anton Leidl

Seiten aus einem Bierprospekt
Pages from an advertising booklet for beer



Einladungen zu einem Künstlerfest
Invitation cards for an artist's festival



including the script for his own posters. One advantage of this simplicity is that nothing hems the spontaneity and vitality of Leidl's work. The value of such spontaneous freshness in publicity has always been high as experience has shown us. Translated by Flora Salmond-Volkman