



Prospekt Pamphlet

feeling for their respective characteristics. A clear well-balanced composition is the basis of all the artist's advertising art work, be it surface design and colourful on the simplest, shadowy contours. This is particularly fascinating with suggestions of baroque details as in his masterly plan of the Hanse City of Cologne. Lettering plays an important if not predominant part in all Lemkes' work in which he gives it the effect of ornament and individuality. This he does by pairing apparently opposing elements of style. Pictures and lettering, simple yet striking, combine in producing an invariably noteworthy achievement on the part of this young advertising artist. Trsl. by Flora Salmond-Volkmann

Packung Package

HERBERT LEMKES

Plakat Poster

