



Georg Fischer's speciality is the design and execution of shop-window appeal; and publicity for fairs and exhibitions. This includes, for instance, standardized types of interchangeable notice boards for German politico-cultural propaganda and enlightenment. The fact, however, must be stressed that each piece of work produced in this studio is given individual attention and has been executed by skilled craftsmen. Mass production has been strictly avoided. The designs harmonize perfectly with the materials used and particular attention is paid to the purpose of the appeal. No superfluous ornamentation has been used. The show cases designed and executed in the workshop bear out these statements, for their technical construction is amazingly simple and they are remarkable for their clarity of line and form.

Translated by Flora Salmond-Volkman

Ausstellungstafel für kulturpolitische Aufklärungspropaganda im Auslande

Notice board for German politico-cultural propaganda and enlightenment in other countries

Photos: SCHUMACHER (Berlin)

