

art director of an important Rumanian Art Institute. He did a great many drawings for American clients, gained valuable experience in planning and carrying out publicity campaigns and finally started on decorative work for exhibitions. For this reason he was sent to Berlin in 1936 to

Lotterieplakat

Sportplakat



Lottery Poster

Sports Poster

POSTERS

study the "Deutschland" Exhibition which was held at the same time as the Olympic Games. He himself admits that this study-trip decided his future career. To an ever-increasing extent, he abandoned his graphic work and gave his energies to designing exhibition buildings. The accompanying illustrations show that he understands his job as an up-to-date artist. His decoration of pavilions and utilization of wall-space are characterized by clarity of line and form. When designing posters he seeks perfection not in superfluity of detail but in a wise elimination of non-essentials. In this way he produces a