Menu-Cards of a Shipping Line



and designed by him. This gifted artist, however, gave proof of his versatile genius in the sphere of pure advertising art. Typical examples of his varied activity in this branch of art are his delightfully original menus for big shipping companies. Another particularly attractive example of his publicity work is a brochure for the Italian Paper Concern. Piero Bernardini is a typical Florentine bearing his fifty years lightly and cheerfully.



