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# Jung- gesang 1940

1. Abend: Donnerstag, 27. Juni 19<sup>40</sup> Uhr  
 2. Abend: Freitag, 28. Juni, 19<sup>40</sup> Uhr  
 im großen Stadtsaal  
 Gesamtleitung Direktor Englmair

Musikschule der Bauhauptstadt  
 J n n s b r u c h



Oswald Haller

Innsbruck

Konzertplakat

Poster for a Concert

as an artist that he is now the art adviser of the town of Innsbruck, the regional capital, and permanent collaborator of the Tirol-Vorarlberg Travel Association. This work gives his artistic genius full scope for development affording him as it does ample opportunity of giving expression to his innate love of his own native soil. He himself says: "I love my country above everything else and shall endeavour to reproduce in my work the Tyrolese landscape, the inhabitants of its countryside and the less important things of Nature in as simple a form as possible". This confession is not only applicable to the more intimate sphere of the subjects he chooses to deal with but throws a revealing light upon his ideas of style that accord perfectly with the principles of poster art. The posters Haller has designed for the Travel Association reveal a decided tendency towards a clear and concentrated formulation. This has the advantage of arresting the attention of beholder and of convincingly suggesting the special beauties and indeed the whole atmosphere of the Tyrol. Such posters, per-