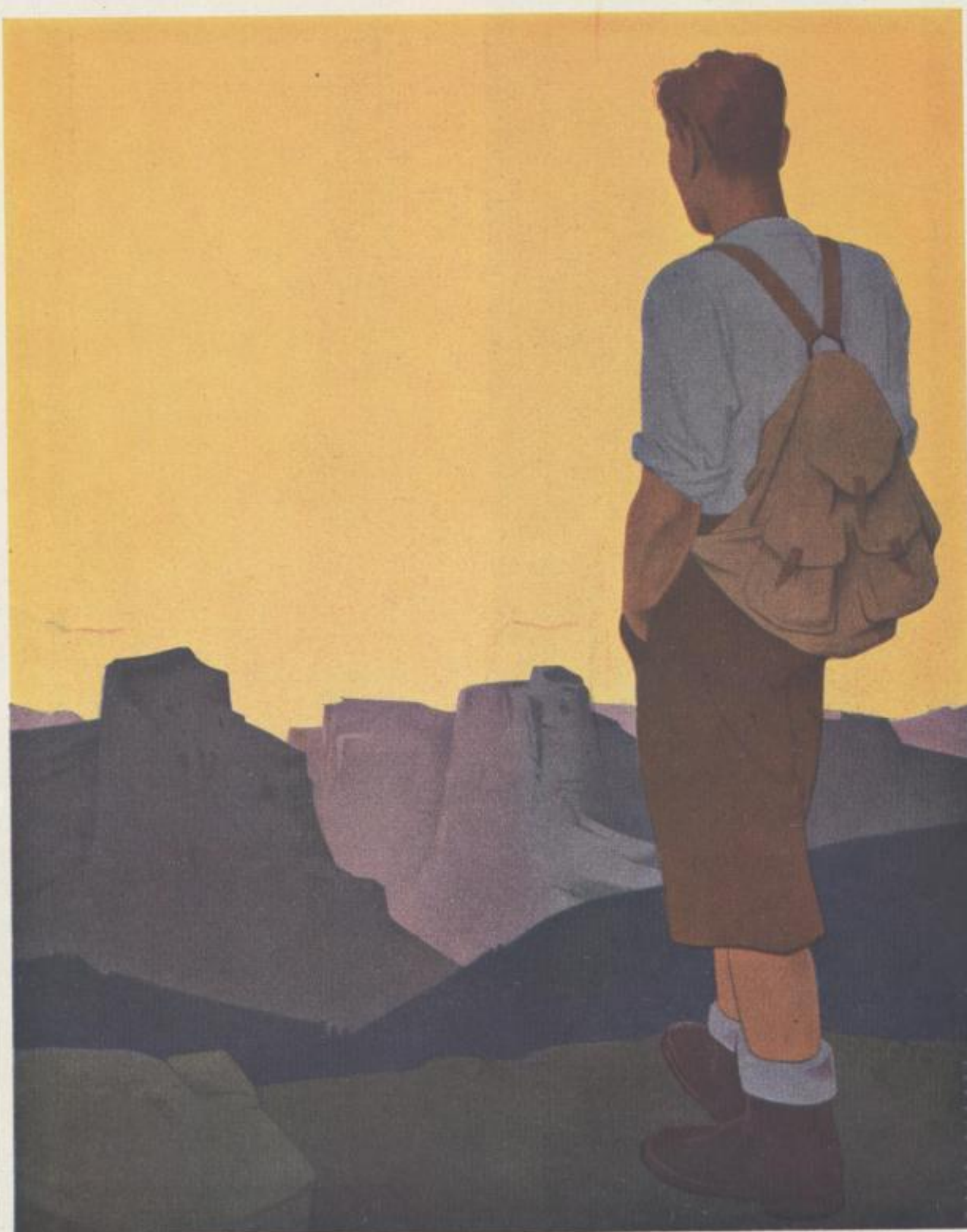


WAGULA



Steiermark *deutsches Südländ*

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Posters

in his new field of activity. Moreover, wherever he could he utilized his experience as a painter in tackling his new and practical tasks. On looking at the above reproductions of the artist's work painted for his own pleasure it will be seen that the tendency of his style—clear, simple, severe composition with a preference for a dominant local note—is further confirmed by the principles he applies to his poster work. Here of course the artist has made use of a more intensified concentration of colour and form for the sake of the pictorial effect. Hanns Wagula is not exclusively a poster artist. All the same his other advertising art work has much in