



H A N N S
W A G U L A

Plakatskizze für das Rote Kreuz
Poster Design for the Red-Cross Society

German landscape poster. He has produced a whole series of striking posters for his own locality and which perhaps for the first time have revealed to the general public the glories of the Ostmark mountain landscape. Hanns Wagula today is not only the best known poster artist in the Ostmark, he is also the most notable exponent of that pure and classic German poster style which finds characteristic expression in simplicity, clarity and monumentality of form and which alone does full justice to the nature of the work in hand.

Translated by Flora Salmond-Volkman