

LEUPIN

reproductions of this young artist's work were already published in earlier numbers of this periodical. The posters shown in the current issue give a more comprehensive idea of the scope of his work. Herbert Leupin was brought up in Augst, the cradle of Bâle. Above the tiny village close to the Roman road is the well-preserved amphitheatre dating from the days of Augustus, and lower down the Rhine flows proudly and serenely towards Bâle. Herbert Leupin fitted up his studio in an ancient

Plakat für ein Haarwuchsmittel
Poster for a hair lotion



Reiseplakat Tourist Traffic Poster

four-century-old inn. Something of the enchantment of this wide landscape mingling with the influence of our technical age is to be found in his work, although Leupin actually received his training as an artist in German and French cities. He plans his posters on his morning walks when he gives careful consideration to the details and subtle shades of colour to be used. Only then does he sit down at his easel. Leupin is a severe critic of his own work and devotes his energies to combining harmoniously the technical and utility aims of the posters with artistic form and to reproducing the proper atmosphere