



less highly gifted modern artist. With a view to reaching with their appeal all grades of society and familiarizing them with their products either at industrial fairs or in shop-window displays the Gi. Vi. Emme always make a point of engaging the best and most progressive artists available. These include, for instance, men like Carboni, the well-known architect or Munari, a painter of repute who, for instance, was responsible for what might be called "sensational" show-cases and the "Fairy Garden" at the Milan Fair. Packages for new goods lately conspicuous in German shop-windows also are subtly

DER MÄRCHENGARTEN
vor dem GIVIEMME-Pavillon auf der Mailänder Messe

ENTWURF MUNARI DESIGN

THE ROMANTIC GARDEN
in front of the GIVIEMME Pavilion at the Milan Fair

