



highly appreciated as the creation of a fashion plate Friese made up his mind to travel. He wandered through Germany, Holland, Italy, Southern Europe and Turkey drawing and painting the scenes that met his eye. After his return home he settled in Berlin. Gustav Friese's clear, flowing line, the result of long years of practice attracted the attention of the fashion industry to which he contributed the greatest part of his work, from the stamp to shop-window decoration. Equipped as he was with a wide knowledge of the



Before Gustav Friese took up his studies at the Arts and Crafts School he had already learned a handicraft. This made it all the easier for him to choose between the "isms" that were rampant at the time and creative art based on a talent for drawing. As one "trend" after the other disappeared he knew that he was on the right path. After a year spent in small-scale work in a studio in which the careful execution of a stroke was as