

technique of design and reproduction and with his instinctive feeling for the possibilities and limits of the work entrusted to him, Gustav Friese became a devotee of the sparse, practical design which is both pleasing and



S. Friese

striking. Since the artist has always devoted meticulous care to work on even the smallest scale he never looks upon trifles as of secondary importance. Many motifs and designs he knows to be short-lived but this fact never leads him to execute them carelessly or to treat them as trivialities. The scores of advertisements, prospectuses and posters he has designed bear out this statement. Friese's work always hits the nail on the head both with respect to drawing and accordance with fashion. He keeps to few surfaces and lines whether in drawing, painting, cutting out with scissors or in taking photographs. However, Gustav Friese in his capacity as a graphic artist does not turn his attention exclusively to things of fashion. He does delightful, humorous drawings for the "Neue I. Z." and humorous