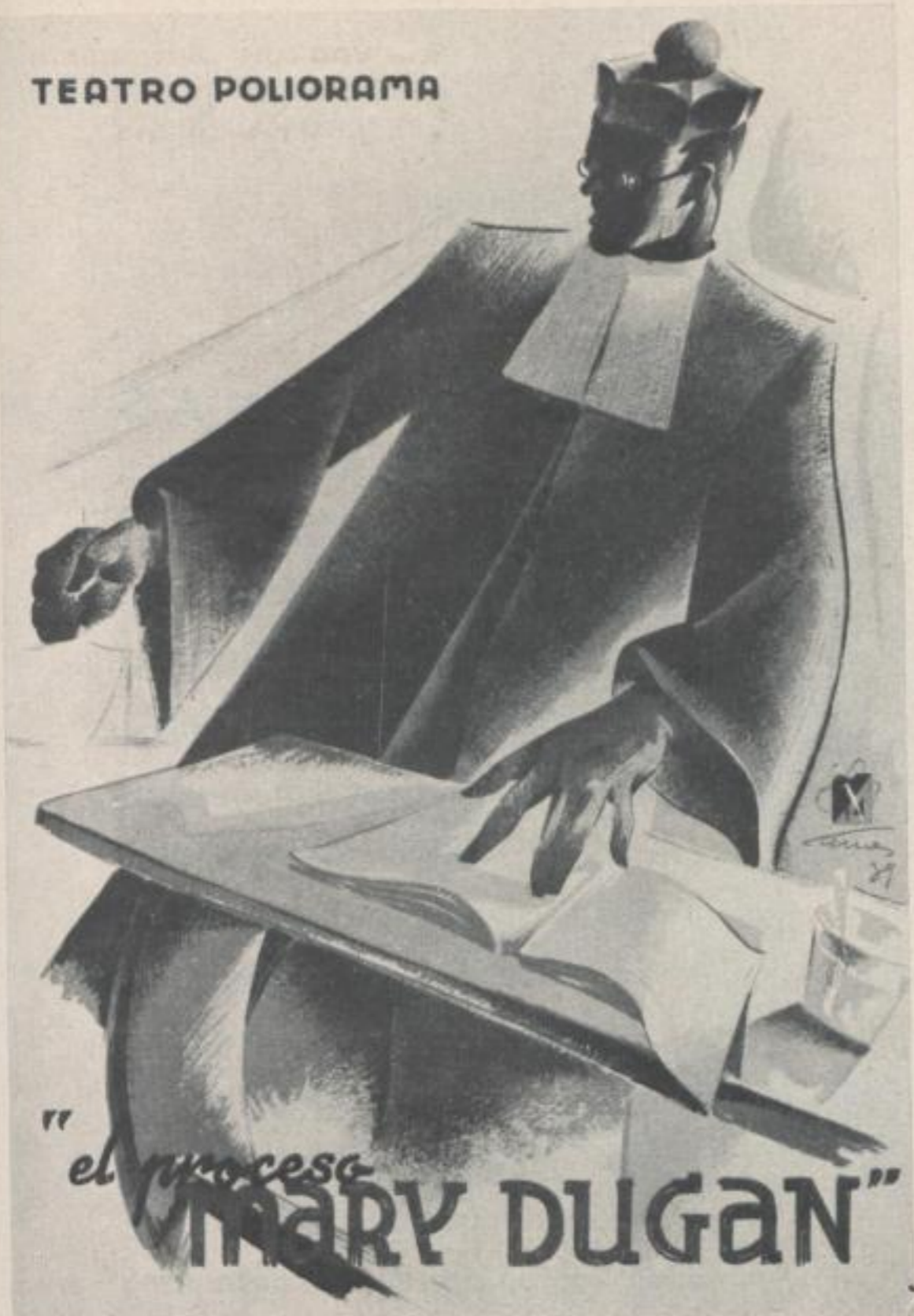


TEATRO POLIORAMA



PLAKATE

We have pleasure in introducing to our readers Antonio Lienas, one of the younger representatives of Spanish advertising art. He received his early training from his father, the proprietor of a chromolithographic art institute, and then continued his studies at the Barcelona Art School. He is an unattached advertising artist and despite his youth—he is only twenty-six—has already achieved distinct success in his practical work, for he was frequently awarded prizes in various important competitions for which he had entered. Antonio Lienas is interested in the whole range of applied graphic art and has designed, for instance, some charming packages and notepaper. Yet his real talent obviously lies in the direction of poster design to which he is devoted. In this particular field of work he develops his best powers and has frequently produced large-scale posters in pleasing colours. They are arresting pictures executed with a vigour and vivacity that cannot fail to have a powerful effect on all who behold them.

Translated by Flora Salmond-Volkmann