



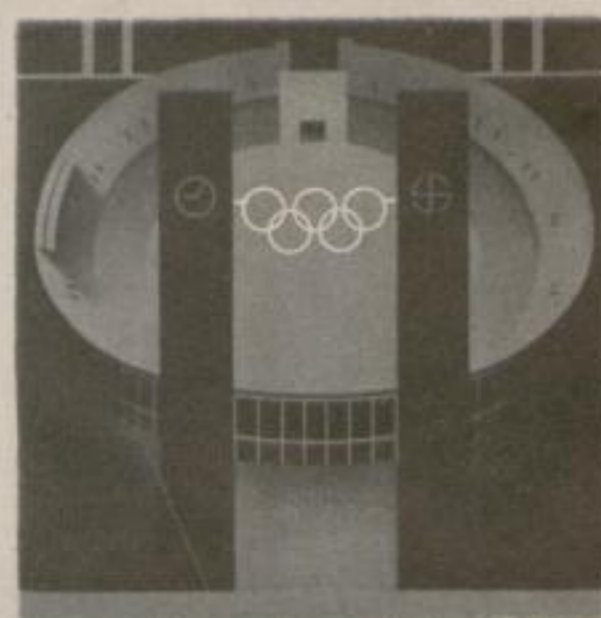
HEINZ REICHENFELSER GRAZ

represents the maturest form of poster art. It speaks eloquently of the artist's high conception of the aim of advertising art, of its cultural mission in the sense of educating the people to appreciate art. In view of such devotedness

Plakat und Prospekttitel
Poster and Catalogue Title

The work of Heinz Reichenfelsler, the Graz painter and graphic artist, is exceptionally well finished and one must assume that he works assiduously on each design until he has succeeded in finding the most promising solution. The beholder cannot but be fascinated by the unique effect produced by the striking symbolic features, clarity of form and delicate harmony of colour, not to mention the lettering which is distinctive even to details. Reichenfelsler's work

AUSSTELLUNG



DEUTSCHE BAUKUNST
DEUTSCHE PLASTIKAM
REICHSSPORTFELD IN BERLIN

GRAZ REDOUTENSÄLE 1937