



artist avoids making a natural picture and the use of photography. Captions are as brief as possible; colour makes the atmosphere, the form becomes architectonic. By this method Reichenfelser creates the necessary adjustment between the artistic aim and the practical purposes of publicity, a matter that is often sadly neglected these days. We can see from his work that this Graz poster artist considers the poster in terms of the forerunner of pictures determined

Plakate Posters

it was only natural that Reichenfelser should feel attracted to the teaching profession which also afforded him an opportunity beyond his own work of passing on the knowledge he had gained by strict self-discipline, and of living with and giving to youth of his best. Reichenfelser had early recognized that the artistic form of the poster to be completely successful as an advertisement must be designed with a view to long-distance effect. Consequently the

