


# Advertising Design - for the Business Stationery of József Ede Rigler's Paper Factory

Archive / Collection of Designs and Drawings

<b>Accession Nr.:</b>	KRTF 200 
<b>Artist/Maker:</b>	Helbing, Ferenc (1870 - 1958) / designer
<b>Place of production:</b>	Budapest
<b>Inscription:</b>	nincs
<b>Materials:</b>	paper
<b>Techniques:</b>	Indian ink; white cover paint
<b>Dimensions:</b>	height: 29,5 cm width: 15,5 cm

The paper factory of Ede J. Rigler produced a wide range of paper products of various qualities. He had a close relationship with graphic designer Ferenc Helbing, a teacher of the School of Applied Arts, a pioneer of Hungarian business graphics. He prepared designs for different business papers for the company, including a calendar, a menu card etc. (see BMAA Archives, KLT 1254). The main figure on this advertisement is the future customer, an elegant lady, wearing a large hat with feathers. The text is at the bottom of the paper, written in white letters against the black background, containing the name of the company, and the addresses of the branch offices. There are black scrolls against a white background and a stylized flower with a heart, bordering the text.

## Literature

- Szerk.: Szilágyi András, Horányi Éva: *Szecesszió. A 20. század hajnala. (Az európai iparművészet korszakai.)*. Iparművészeti Múzeum, Budapest, 1996. - Nr. 9.289. (Horváth Hilda)

