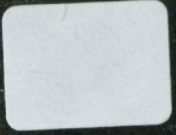


POSTER
EXHIBITION
ATHENS



ΒΕΚΟΥΤΖΗΣ

P O S T E R
E X H I B I T I O N

organized on its
10th anniversary by

G N O M I

Advertising and
Marketing Agency
with posters for the
promotion of the
Greek Tourism and
national products.

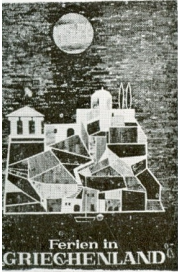
The posters have
been designed by

GEORGE VAKIRTZIS

“GNOMI,, ’s art
consultant and art
ists of Continent
al Advertising and
Marketing Agency



april 1963 «zygos» gallery 8 omirou st. and panepistim



BELGIUM	Vanypeco S. A. Marketing & Publicité, 90, Rue Royale, Brussels.
DENMARK	A/S D.E.A. Reklamebureau for Danske Erhverv, 16, Raadhuspladsen, Copenhagen - V.
ENGLAND	Samson Clark & Co. Ltd., Ferguson House, 15 - 17 Marylebone Road, London - NW 1.
FINLAND	SEK Marketing and Advertising Ltd., 30, Bulevardi, Helsinki.
FRANCE	Agence Française de Propagande, 61, Avenue Hoche, Paris - 8.
W. GERMANY	Werbeagentur Dr. Hegemann GmbH, 51, Immermannstrasse, 4 - Düsseldorf.
GREECE	Gnomi Advertising Agency, 8, Hermou Street, Athens.
HOLLAND	Van Hees Vettewinkel, Marketing Advertising C. V., Herengracht 392, Amsterdam.
NORWAY	Alfsen & Becker, 17, Cort Adelersgate, Oslo.
PORTUGAL	EXITO Estúdio de publicidade, Lda., Alameda D. Afonso, Henriques, 3 - 4º Lisboa - 1.
SPAIN	Danis Publicidad Técnica, 508 - 512 Avda. Gmo. Franco, Barcelona.
SWEDEN	Dr. Rudolf Farner Advertising Agency Theaterstrasse, 8, Zürich - 1.
SWITZERLAND	Wilh. Anderssons Annonbyrå AB., 74, Kungsgatan, Stockholm.

In our country, enterprises which aim at a commercial profit, viewing them from a moral aspect, we consider them as distrustful. We take them as being somehow execrable, in spite of the fact that we, ourselves accept profit and that we woe much to our weakness for it. But still, whatever action is directed towards it, we think it contains in its depth, elements contradicting common interest and even morale. We have even taken noble gestures of big benefactors as acts of expiation and not as generous offerings done only for the benefit of the community. Maybe, though, in some instances we may have not been right.

However, times and things and naturally people have now changed. Profit has also entered within legal adaptations allowing its claimant to walk on the path of light and further to benefit the community not after he has earned it but on his way to secure it. It will take many years, though, before we Greeks especially, forget what we were obliged to learn from history until we restore ourselves in this distrusted sector.

GNOMI is one of those... execrable organisations. An enterprise aiming to secure profits. But GNOMI pursues also something further than that. To offer! I am sure that even now, your feelings towards me are... suspicious. Although it is true. It wishes to offer to the country something it really needs especially now, which is, the projection of its value in a systematical, persuasive, artistic and civilised way. With artistic means it wishes to project to the Community of the World and particularly to members of the Common European Community the beauties of our country and its products. A very elaborate

ambition indeed.

So, on the occasion of the celebration of ten years of activities GNOMI has organised a kind of international contest of posters on the subject: Greece from a touristic point of view. This, of course, creates a multitude of problems. How, for instance, do we see our country or ourselves, and how do foreigners see us, or, how do we wish to be seen, or even, how can they actually see us. These, and a thousand other points create difficult presumptions even to art itself when it is to be expressed in a way so as to succeed the scopes set.

For this reason GNOMI's contest, in which famous artists and publicity organisations from 12 different european countries participate, has much to teach all those interested in the understanding of peoples with different customs, because a simple and civilized understanding on everyday problems is not an easy task.

Further to the aim of securing a result on international cooperation GNOMI is also presenting a collection of posters on Greek products by its collaborator Mr. George Vakirdzis, who is a well known artist. A Greek who speaks about Greece. We understand him and he understands us and further, he expresses ourselves as we wish. But will this expression be persuasive to a foreigner for whom this projection is destined? This is a real problem which will be answered by the critics.

I believe, however, that we have to thank GNOMI for the possibilities it offers us with this initiative, to think and to judge on questions of applications of art, not abstractly but on facts which are not easily determined and to wish that this example be imitated by others on different sectors.

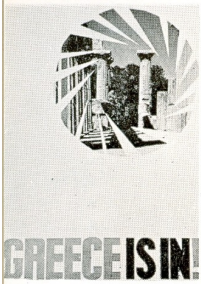
G. P. COURNOUOTOS
DIRECTOR
LETTERS AND FINE ARTS DEPARTMENT
MINISTRY OF NATIONAL EDUCATION

No	NAME OF THE ARTIST	NAME OF THE ADVERTISING AGENCY	COUNTRY
1. <i>ky.</i>	Julian Key	Vanypeco S. A. Marketing & Publicité	Belgium
2. <i>ky.</i>	Aage Rasmussen	A/S D.E.A. Reklamebureau For Danske Erhverv	Denmark
3-7. <i>ky.</i>		Samson Clark & Co. Ltd.	England
8. <i>ky.</i>	Juhani Saloranta	Sek Marketing and Advertising Ltd.	Finland
9. <i>ky.</i>	Kyösti Varis	»	»
10. <i>ky.</i>	»	»	»
11. <i>ky.</i>	V. Mustikainen	»	»
12. <i>ky.</i>	Pentti Ruuska	»	»
13. <i>ky.</i>	»	»	»
14. <i>ky.</i>	Pekka Martin	»	»
15. <i>ky.</i>	Wolfgang Rehbach	Werbeagentur Dr. Hegemann GmbH	W. Germany
16. <i>ky.</i>	»	»	»
17. <i>ky.</i>	Klaus Räkel	»	»
18. <i>ky.</i>	Wouter P. W. Lap	Van Hees Vettewinkel	Holland
19. <i>ky.</i>	Miss Netty M. A. Sekhuis	»	»
20. <i>ky.</i>	Henk J. M. Merkes	»	»
21. <i>ky.</i>	Tore Bernitz Pedersen	Alfsen & Becker	Norway
22. <i>ky.</i>	»	»	»
23. <i>ky.</i>	B. G. Tipping	»	»
24. <i>ky.</i>	Bjarne Kristian Möller	»	»
25. <i>ky.</i>	Pilo da Silva	Êxito Estúdio de Publicidade, Lda.	Portugal
26. <i>ky.</i>	»	»	»
27. <i>ky.</i>	Helder Godinho	»	»
28. <i>ky.</i>	Francisco Lorente Ponsoda	Danis Publicidad Técnica	Spain
29. <i>ky.</i>	»	»	»
30. <i>ky.</i>	Gösta Eriksson	Wilh. Anderssons Annonsbyrå AB	Sweden
31. <i>ky.</i>	Anders Nordin	»	»
32. <i>ky.</i>	S. Salander	»	»
33. <i>ky.</i>	Rolf Lang	»	»
34. <i>ky.</i>	Kurt Wilhelm Netzler	»	»
35. <i>ky.</i>	Bruno Vetterli	Dr. Rudolf Farner	Switzerland
36. <i>ky.</i>	Franz Stoffel	»	»
37. <i>ky.</i>	Hans-Peter Freis	»	»
38-55. <i>ky.</i>	G. Vakirtzis	Themes of Greek Tourism George Vakirtzis Gnomi Advertising and Marketing Agency	Greece
56-66. <i>ky.</i>	»	Greek products George Vakirtzis Artists etc. Gnomi Advertising and Marketing Agency	»
67-73. <i>ky.</i>	»	Various themes	»
74. <i>ky.</i>			
75. <i>ky.</i>			
76. <i>ky.</i>			
77. <i>ky.</i>			
78. <i>ky.</i>			
79. <i>ky.</i>			
80. <i>ky.</i>			
81. <i>ky.</i>			
82. <i>ky.</i>			
83. <i>ky.</i>			
84. <i>ky.</i>			
85. <i>ky.</i>			
86. <i>ky.</i>			
87. <i>ky.</i>			
88. <i>ky.</i>			
89. <i>ky.</i>			
90. <i>ky.</i>			

LIST
OF
ARTISTS
PARTICIPATING
IN
THIS

EXHIBITION
39. (kms.) kati -
40. (1225) k -
42.0
43. 2/10/100. ky.
47. 5/10/100. ky. -
37. (245) kati.
51. (2 120.) ky. -
53. (4 35.) ky. -
59. ky.
63. (17) -
70. (14) -

4-56-66.
67-73.



«Gnomi» Advertising and Marketing Agency, Art Consultant, Mr. G. Vakirzis Painter and graphist, was born in 1923 at Mytilini and moved to Athens in 1931 where he has remained since.

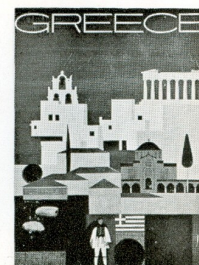
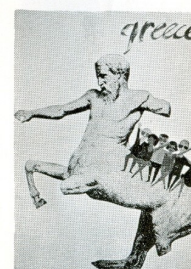
He is a graduate of the Superior School of Fine Arts, being awarded appraisals and awards in 1945. After five years, he went to Italy, Spain and France to be briefed on the new trends in art. He attended lessons on painting and engraving at the Ecole de Beaux Arts in Paris and other art centres in various countries. At the same time, he attended a series of lectures on graphic arts and in particular, poster-making. While continuing his studies in Athens, he worked in various studios of applied art and was later engaged in preparing cinema posters. He then set up his own studio where his work consists of pre-

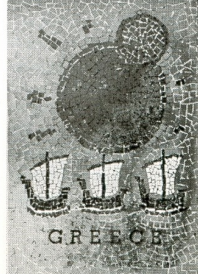
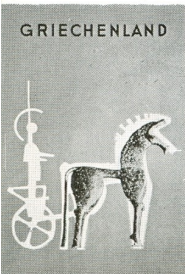
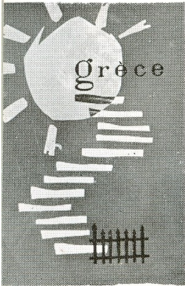
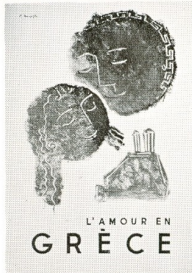
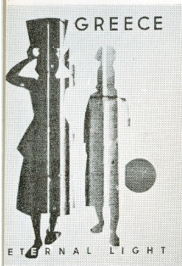
paring posters on industry, tourism, cinema, intellectual and artistic themes for manifestations. He deals also with the designs for book covers, book interior illustrations, pictures for the Press etc. and some of his works have already appeared in special Greek and foreign magazines.

In 1951, he was officially invited to Paris by Laboratories L.T.C. where he designed a series of generic films and film advertisements.

After 1958, he took part in group exhibitions as well as in Pan-Hellenic ones when he submitted designs, engravings and monotypes etc.

In 1960 he organised his first individual painting exhibition which was held in Athens and at the same time he participated in a group painting exhibition held in Paris.





On the occasion of its 10th Anniversary, «Gnomi» presents another essential in the advertising venture which purposes to be a contribution to the Greek efforts for further development and promotion in the European market.

A series of posters not yet published, inspired and designed by its Art Consultant, Mr. G. Vakirtzis, can be seen and compared with similar ones prepared and designed by artists belonging to various agencies in twelve European countries who kindly agreed to take part in this special manifestation.

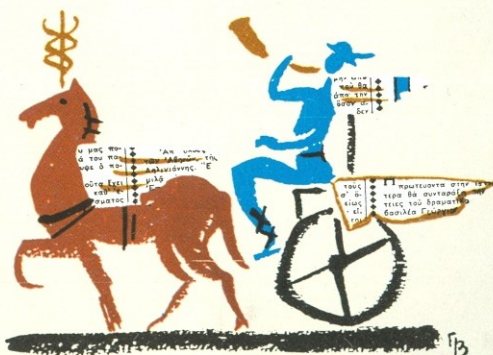
The themes show the attractiveness of posters seeking to promote Greek Productivity with the main impact falling on the tourism of Greece.

This manifestation also hopes to create a basis on which further extension of Greek Productivity to enhance the European scene can be achieved.

The exhibits as conceived by a Greek artist are to be compared with those of other European artists who, in this respect, are faced with a different question of approach since they understand the mentality of their own people so much better.

It is a special honour that the Cultural Director of the Greek Ministry of Education, Mr. G. Kournoutos, writes his own opinions in the preface of the Exhibition Brochure.

«GNOMI», BEING FULLY AWA
RE OF THE IMPORTANCE OF
THESE EFFORTS AND ALSO
THEIR RESULTS, HAVE TRIED
TO PUBLICISE THIS VENTURE
SO THAT IT MAY BE JUDGED
BY YOU AND THANK YOU
FOR YOUR KIND ATTENT
ION AND PARTICIPATION



G N O M I