

Advertising Art: “Der Kenner” (1896)

Abstract

In 1896, the poster-artist Fritz Rehm (who had studied at the Munich Academy of Fine Arts) entered a poster competition sponsored by the Laferme Cigarette company in Dresden, the epicenter of the booming German cigarette industry. His winning design, “Der Kenner” [the connoisseur] became one of the most famous early German advertising posters, inspiring the German “poster-style” [*Plakatstil*]. It was one of the few German designs to be reproduced in Jules Chéret’s magazine *Les Maîtres de l’affiche* (No 31, 1898, Plate 124), and was reproduced in German advertising journals and handbooks for decades as a model advertisement.

Source



Source: Poster, artist: Fritz Rehm, 1896. Kunstbibliothek, Staatliche Museen zu Berlin.

<https://smb.museum-digital.de/object/69281>

Kunstbibliothek, SMB/Anna Russ

Recommended Citation: Advertising Art: “Der Kenner” (1896), published in: German History in Documents and Images,

<<https://germanhistorydocs.org/en/wilhelmine-germany-and-the-first-world-war-1890-1918/ghdi:image-5383>> [September 26, 2025].