



Jan Le Witt and George Him

Design

Ruth Artmonsky

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Jan Le Witt and George Him were a comparative rarity, a graphic design duo; signing their work as Lewitt-Him they brought an innovative use of colour imaginative abstraction and symbolism to commercial design. Both Polish by birth they arrived in London in 1937, sponsored by the Victoria and Albert Museum and Lund Humphries. They established their reputation for fine poster work in World War II, and for their exhibition work with their much loved Guinness Clock at the Festival of Britain. In Poland their illustrations for 'Lokomotywa' helped make it a children's classic and they continued with book illustration throughout their partnership. Of very different temperaments and artistic interests the partnership lasted some twenty years, to 1954, when Le Witt left to develop his career as an artist. Him continued his commitment to graphic design – illustration, exhibitions and general commercial work – most remarkable of which were his witty illustrations marrying Stephen Potter's texts for Schweppes – 'Schweppshire', one of the longest lasting advertisement campaigns. Also available:

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