

Abstract:

This bachelor thesis deals with the development of Czechoslovak window displays as a promotional tool and advertising space in the interwar period. Through an analysis of then used advertising periodicals and handbooks, it traces the development of Czechoslovak theoretical discourse on window displays. It also traces the application of theory in real Czechoslovakian interwar practice, defining the most frequently discussed aspects of window dressing. Through a quantitative analysis of photographic material of showcases in the magazine *Typ – ilustrovaný magazín pro moderní podnikání*, it characterizes the specific nature of Czechoslovak showcases in the period under study (foreign inspirations and, geographical perspective within Czechoslovakia, fields and structure of exhibited goods, authors of showcase arrangements).

Keywords:

window display, history of advertisement, promotion, public space, interwar Czechoslovakia