

Industrial Revolution

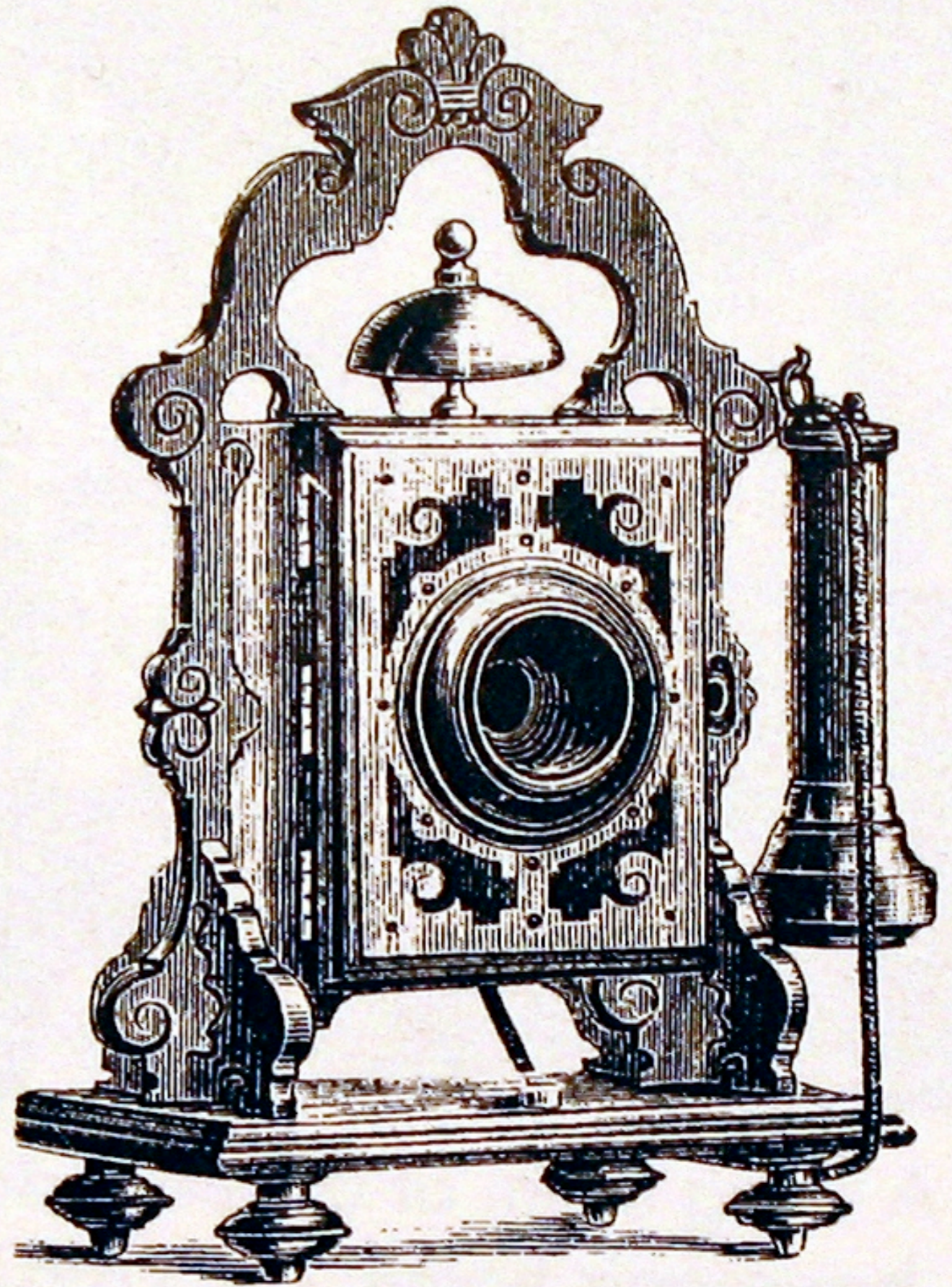
population shift

division of labor –
non skilled workers

rise in standard of living

cultural, moral and artistic
confusion

rapid technological
innovation



Arts and Crafts Movement

fitness of purpose,
truth of materials,
individual expression

John Ruskin

William Morris –
Kelmscott Press,

Contradiction

“by the few for the few”



Art Nouveau

International
Decorative Style

1890 – 1910

architecture, furniture,
product design,
fashion, graphics

characteristics: organic
shapes, strong linear
elements,
flat color

subject matter:
vines, flowers,
peacocks, women



Lithography

invented in 1798

originally called “chemical printing”

based on the lack of interaction between grease and water

requirers – limestone, grease pencil, nitric acid, gum arabic

allowed for “wash” like effect

allowed artist to work directly on image



Japanese Prints

Many Art Nouveau designers were inspired by Japanese prints of the time.

- strong line work
- flat shapes



French – Art Nouveau

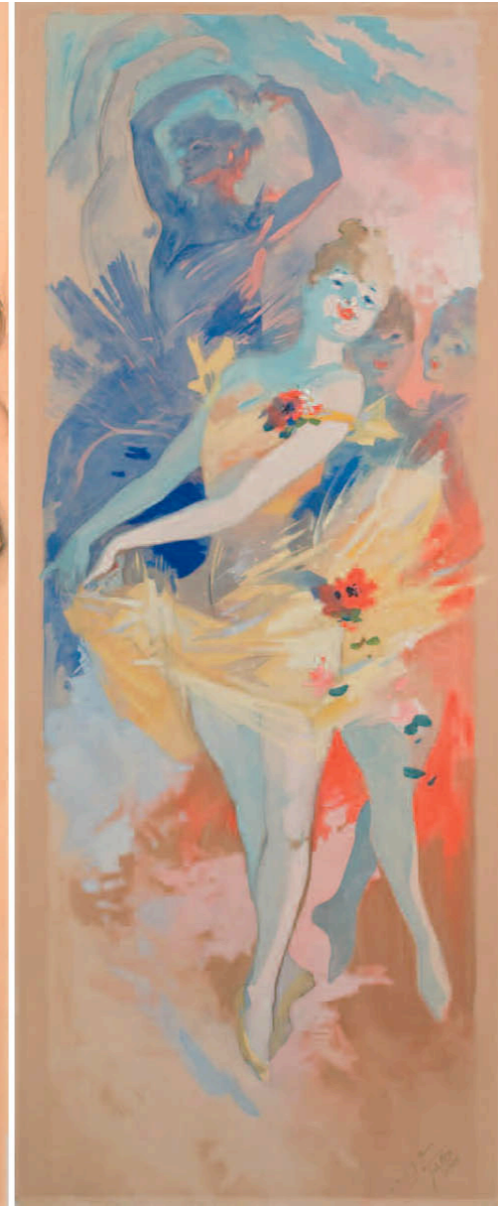
- Jules Chéret
- Eugène Grasset
- Alphonse Mucha
- Henri de Toulouse-Lautrec



IMP. F. CHAMPENOIS. PARIS

Jules Chéret

- Son of a poor typesetter
- moved back and forth between Paris and London
- believed pictures would replace type
- designed over 1,000 posters
- Was awarded the Legion of Honor for creating a new branch of art



FOLIES BERGÈRE

Fleur de Lotus

BALLET-PANTOMIME EN 2 TABLEAUX
DE M. ARMAND SILVESTRE
Musique de M. L. DESORMES Mise en Scène de M^{ME} MARIQUITA

Chiriac

Les CHAIX (Boulevard des Capucines) en ont obtenu le privilège

Redoute des Etudiants

1894-1895
Vendredi 16 Janvier

1,90 rue Bergère.

PAPIER A CIGARETTES

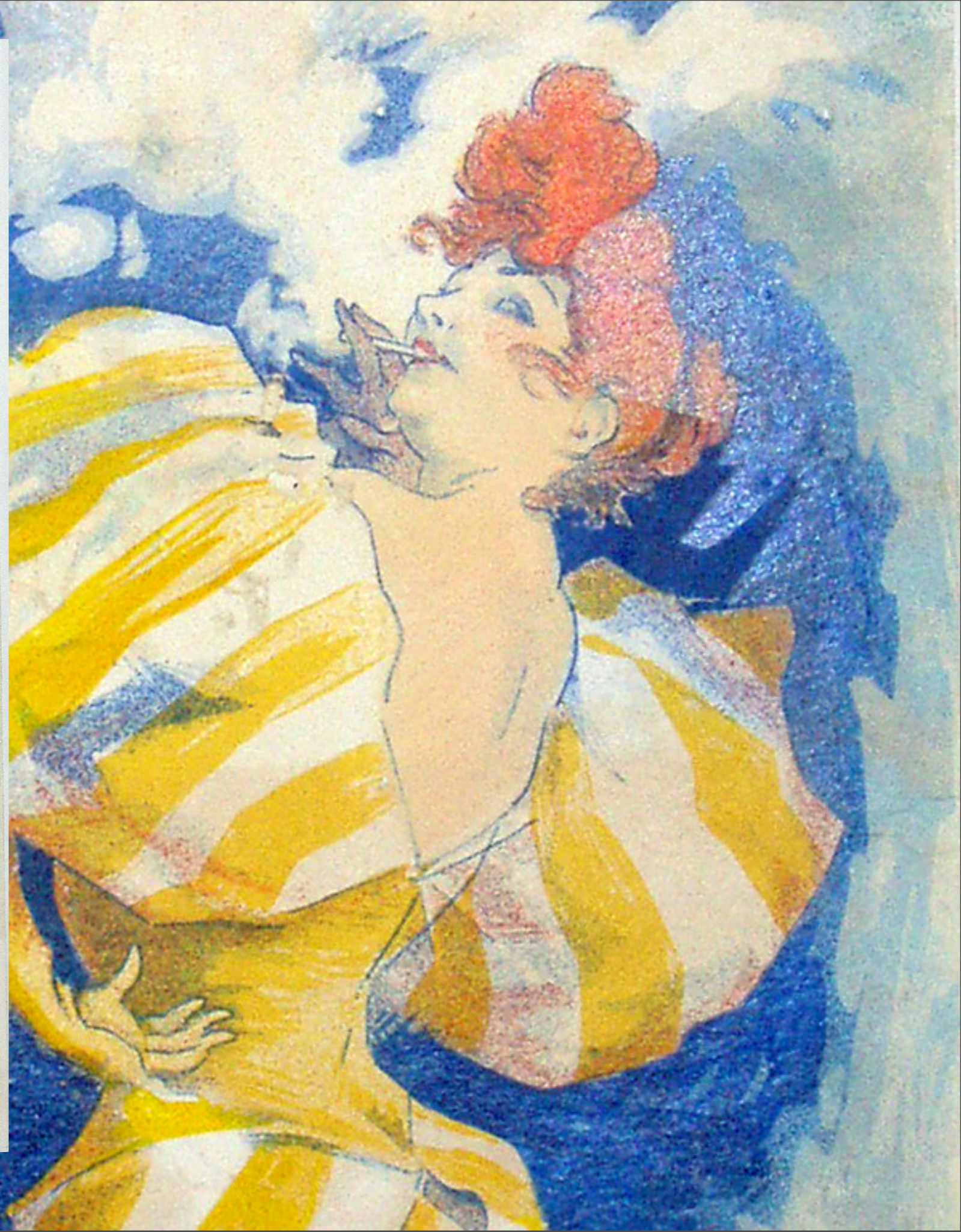
JOB

Hors Concours

PARIS 1889

CETTE AFFICHE NE DOIT ÊTRE APPOSÉE QU'INTÉRIEUREMENT ET DANS LES ÉTABLISSEMENTS OÙ L'ON VEND LE "JOB"

LES CHAIX (Litho. Paris) Éd. Dumoulin Paris





FOURMES-BERGÈRE



IMP. CHÉRET, 18, R. BRUNEL, PARIS



Eugène Grasset

What are the similarities and differences between Chéret's imagery?



Eugène Grasset

Swiss born

studied medieval art

“History of Four Young Men of Aymon”

integrated images and typography

work would rival Chérets in popularity





IMP. BRUNER & LEONOR - PARIS

NOUV. AFFICHES ARTISTIQUES. ... G DE MALHERBE et H A.CELLOT et N-D DES CHAMPS, 54

VERBOUX GALVARDON & HOLLARD, DC.

Alphonse Mucha



Alphonse Mucha

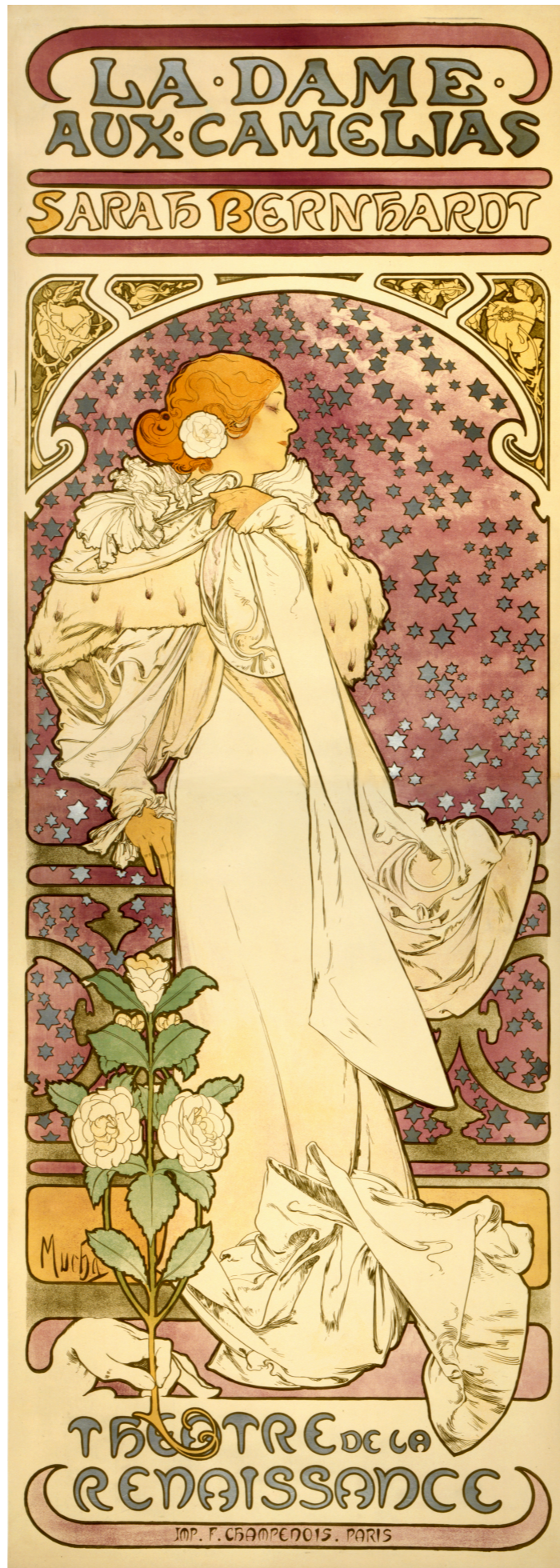
Czech artist working in Paris

first big break on Christmas eve
1894 – Sarah Bernhardt in
“Gismonda”

folk art, Byzantium mosaics,
occult, exotic, sensuous in
nature



Alphonse Mucha, *Gismonda* poster, 1894. The life-size figure, mosaic pattern, and elongated shape created an overnight sensation.



WAVERLEY

CYCLES

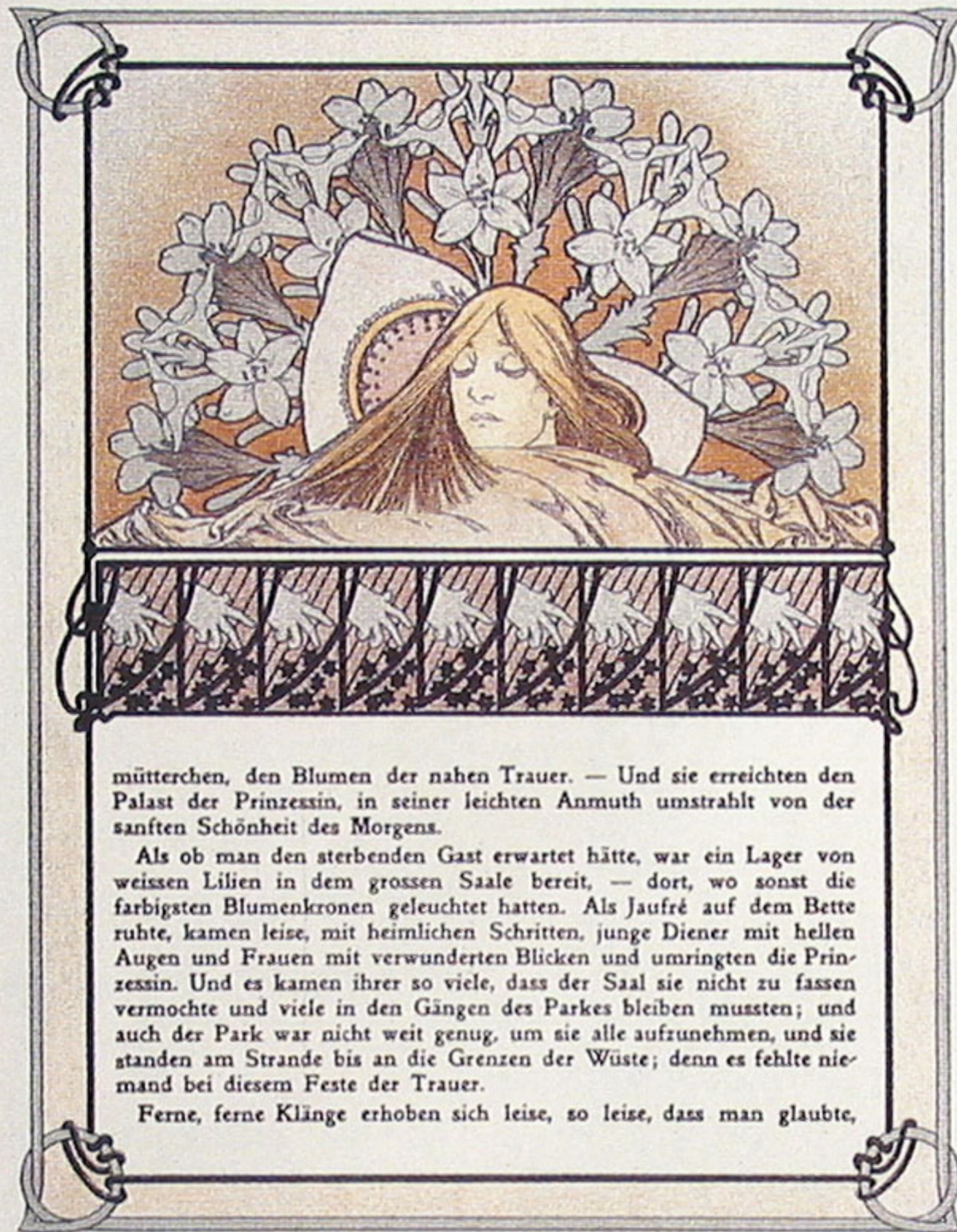


F. CHAMPENOIS 66, B^d St. Michel PARIS.

HARRY REYNAUD Directeur Général pour la FRANCE

Mucha

ENTREPÔT: 49, B^d Gouvion S^t Cyr, PARIS - M^{on} DE VENTE: 16, Avenue de la Grande Armée, "PHOTO-CYCLE"



mütterchen, den Blumen der nahen Trauer. — Und sie erreichten den Palast der Prinzessin, in seiner leichten Anmuth umstrahlt von der sanften Schönheit des Morgens.

Als ob man den sterbenden Gast erwartet hätte, war ein Lager von weissen Lilien in dem grossen Saale bereit, — dort, wo sonst die farbigsten Blumenkronen geleuchtet hatten. Als Jaufré auf dem Bette ruhte, kamen leise, mit heimlichen Schritten, junge Diener mit hellen Augen und Frauen mit verwunderten Blicken und umringten die Prinzessin. Und es kamen ihrer so viele, dass der Saal sie nicht zu fassen vermochte und viele in den Gängen des Parkes bleiben mussten; und auch der Park war nicht weit genug, um sie alle aufzunehmen, und sie standen am Strande bis an die Grenzen der Wüste; denn es fehlte niemand bei diesem Feste der Trauer.

Ferne, ferne Klänge erhoben sich leise, so leise, dass man glaubte,

Alphonse Mucha, illustration from *Ilseé, Princesse de Tripoli*, 1901. This masterly example of Mucha's page design has contour lines printed in dark blue-gray. Five other lithographic stones printed light blue-gray, metallic gold, pink, yellow, and brown.



Alphonse Mucha, poster for Job cigarette papers, 1898. Mucha delighted in filling the total space with animated form and ornament.

PAPIER A CIGARETTES

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CEtte AFFICHE NE DOIT ÊTRE APPOSÉE QU'INTÉRIEUREMENT ET DANS LES ÉTABLISSEMENTS OÙ L'ON VEND LE "JOB"



Henri de Toulouse-Lautrec



Henri de Toulouse-Lautrec, poster for La Goulue at Moulin Rouge, 1891. Shapes become symbols; in combination, these signify a place and an event.

Alcohol and drug addiction and syphilis... Died in an asylum ...

Henri de Toulouse-Lautrec

- broke both hips at 13
- met Grasset at French night clubs
- used flat shapes and planes to create depth
- created tonal ranges with toothbrush
- abstracted shapes



Henri de Toulouse-Lautrec, poster for La Goulue at Moulin Rouge, 1891. Shapes become symbols; in combination, these signify a place and an event.

Divan Japonais

75 rue des Martyrs



Ed Fournier
directeur

Hautec

DIVAN JAPONAIS

75 rue Des Martyrs







Henri de Toulouse-Lautrec, poster for Aristide Bruant, 1893. The influence of the Japanese print is clearly evident in the flat silhouette, unmodulated color, and stylized curvilinear drawing.



Henri de Toulouse-Lautrec, poster for Jane Avril, 1893. The gestural expressiveness of Toulouse-Lautrec's drawing on the lithographic stone captures the vitality of the dancer. This poster was created from sketches made during a performance.