



Jules Cheret: Pioneer of Poster Art (English and German Edition)

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• Accompanies an exhibition at the Museum Villa Stuck, Munich, from 10th November 2011 to 5th February 2012 Jules Chéret (1836 - 1932) is considered the father of modern posters. Through the use of color lithography he developed commercial posters into an independent art form and contributed to the transformation of the urban image of the art metropolis Paris with his enormous production of colour posters and advertising art. The effect of his work wasn't only noticeable in public spaces, but artists like Henri Toulouse-Lautrec also consequently adopted the medium and developed its visual language further. As a lithographer, printer, designer, painter, decorator and illustrator, Jules Chéret was a prominent figure in Parisian art and literary circles at the end of the 19th and beginning of the 20th century. This publication focuses on his pioneering poster art, which covers a wide range of subjects from circuses, concerts and exhibitions to ready-made fashion, cosmetics, pharmaceuticals and press products, thanks to the increased demand brought about by the liberalization of the media, the development of the rail network and the upturn in economy and trade. Jules Chéret developed a striking individual style in the neo-rococo tradition, but that also displayed the first modern elements which were to fascinate impressionists like Georges Seurat.

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