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# The Poster Art Of A M Cassandre

**M Woodhall**



## **The Poster Art Of A M Cassandre:**

The Poster Art of A. M. Cassandre Robert K. Brown, A. M. Cassandre, Susan Reinhold, 1980      **A.M. Cassandre** Henri Mouroon, 1985 Poster and theatre designer lithographer painter and creator of typefaces Cassandre one of the greatest commercial artists of this century was born in the Ukraine in 1901 and lived for almost 80 years A friend of Balthus and De Chirico whose art he deeply admired he reconciled the ideas of such contemporary avant garde movements as Cubism Surrealism and Neue Sachlichkeit with the demands of commercial art Today Cassandre s posters are avidly collected by individuals and museums Since the primary purpose of a poster is to generate consumer interest it is rare to find mint examples most of them were intended as temporary displays to be posted on kiosks and walls or to be hung in the offices of travel agents or transport companies Happily the illustrations in this volume reproduce perfect impressions of his finest posters including the celebrated Dubonnet piece the Normandie poster and the ones for Path records and the Etoile du Nord train Cassandre s unerring graphic sensibility was expressed in a brilliant manipulation of typography and image With extraordinary imagination he transformed mechanistic elements into components of an almost classical grandeur He also had a splendid colour sense This study written by his son Henri Mouroon is the first to deal with Cassandre s unique achievement With almost 400 illustrations including work for the theatre and for the great typesetters of the time as well as his posters it is a fascinating insight into the world of commercial art and an indispensable tool for those interested in the applied arts and advertising Inside jacket flap      The Poster Art of A.M.Cassandre Robert K. Brown, Susan Reinhold, 1979      **The poster art of AM. Cassandre** Robert K. Brown, Susan Reinhold, 1979      **History of Modern Design** David Raizman, 2003 An exploration of the parallel development of product and graphic design from the 18th century to the 21st The effects of mass production and consumption man made industrial materials and extended lines of communication are also discussed

Reading Graphic Design History David Raizman, 2020-12-10 Reading Graphic Design History uses a series of key artifacts from the history of print culture in light of their specific historical contexts It encourages the reader to look carefully and critically at print advertising illustration posters magazine art direction and typography often addressing issues of class race and gender David Raizman s innovative approach intentionally challenges the canon of graphic design history and various traditional understandings of graphic design He re examines icons of graphic design in light of their local contexts avoiding generalisation to explore underlying attitudes about various social issues He encourages new ways of reading graphic design that take into account a broader context for graphic design activity rather than broad views that discourage the understanding of difference and the means by which graphic design communicates cultural values With a foreword by Steven Heller      *Posters by Cassandre [pseud.]* Museum of Modern Art (New York, N.Y.), 1936      Posters A. M. Cassandre, 1948

**A. M. Cassandre en zijn Nederlandse opdrachtgevers 1927 - 1931** Peter van Dam, 1999-01-01 Monografie over Cassandre ps van Adolphe Jean Marie Mouroon 1901 1967 de Franse ontwerper van affiches die ook in Nederland grote faam

verwierf met affiches voor o a de Holland Amerika Lijn Philips en Droste      **Designers International Index: A-K** Janette Jagger,1991      *Modern Art* ,1930      *A.M. Cassandre* A. M. Cassandre,1948      **The Influence of Industrialization and Modern Art on the Poster Designs of A.M. Cassandre** Susan M. Brown,1998      *Typography and Graphic Design* Roxane Jubert,2006 This chronological study traces the evolution of graphic form from Antiquity through the Middle Ages and up through the age of technology Each period is explained in detail from Classical craftsmanship to the changes brought on by the Industrial Revolution and the modern day potential of the digital world As computers now play an integral role in academic and professional environments virtually everyone makes font choices on a regular basis rendering typography more relevant than ever before This thorough scholarly and visually appealing volume combines the history of the letter form from the invention of printing to the relationship between graphics and totalitarian regimes with intricate analysis of graphic design and typography all supported by 850 images with extensive notes and a bibliography This is an indispensable handbook for understanding our daily visual environment and essential reading for all graphic arts professionals

*European Posters* A. M. Cassandre,Planet Art (Firme),1996\*      **The Poster** Alain Weill,1985      **Art Deco** Mike Darton,1989 Reviews the distinctive style of the age including sculpture glass silver furniture architecture and other fields

Contemporary Graphic Artists ,1988      *Contemporary Designers* Ann Lee Morgan,Colin Naylor,1984      **Graphis** ,1982

## Adopting the Tune of Phrase: An Mental Symphony within **The Poster Art Of A M Cassandre**

In a global taken by monitors and the ceaseless chatter of quick conversation, the melodic splendor and mental symphony developed by the published word often fade in to the background, eclipsed by the persistent sound and distractions that permeate our lives. However, situated within the pages of **The Poster Art Of A M Cassandre** a wonderful literary value overflowing with fresh feelings, lies an immersive symphony waiting to be embraced. Crafted by an outstanding composer of language, that fascinating masterpiece conducts viewers on a psychological journey, well unraveling the hidden songs and profound impact resonating within each cautiously crafted phrase. Within the depths with this emotional review, we will discover the book is central harmonies, analyze its enthralling writing fashion, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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