

(Download) Masters of the Poster 1900

Masters of the Poster 1900

Alan Weill

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Alan Weill : Masters of the Poster 1900 before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Masters of the Poster 1900*:

Over 200 beautifully-reproduced images from what is generally known as the "golden age of the poster." Between 1896 and 1900, the Chaix Press published monthly sets of four plates illustrating a choice of the best posters of the period. While supposedly unbiased, Jules Cheret, the editor, often ended up being featured. If not him, than certainly some French artist was chosen. Today, with the benefit of hindsight, we have made a new selection and the results are strikingly different. Including images leading up to WWI, a large selection of Italian, German, and Swiss posters are included in this volume. We have tried to pick out what is representative, but also readily accessible. Intended to be illustrative rather than definitive, the essential point is that the work of Cheret, Bradley, Hohlwein or Hohenstein is being represented by their best creations. For the others, we have brought together a collection which, country by country, gives us an idea of the creators and the fashions of the time. This collection is above all a picture book (or 'coffee table' book as some may call it). A few written notes appear, but only as a guide to the reader--one is simply allowed to enjoy the posters. And what glorious posters they are.