

A Concise History of the Poster

Poster Illustration in the Western World

Printmaking and the Roots of the Poster as it is Currently Known

- Printable media begins with the Gutenberg press in 1454 printing indulgences for the Catholic church
- Printable advertisements take the form of handbills and broadsides. Desire for visual dominance on kiosks leads to bigger size ads. Imagery appears in these ads to catch the eye.
- 1796 and the invention of lithography heralds the age of poster art.
- Cheret three stone process (red, yellow, blue) creates the illusion of full spectrum color and this lithographic technique becomes the dominant form of poster art by 1870, and is not replaced until mid-1900's with the invention of photo-offset technology.



Jules Chéret

Early Parisian Poster Art

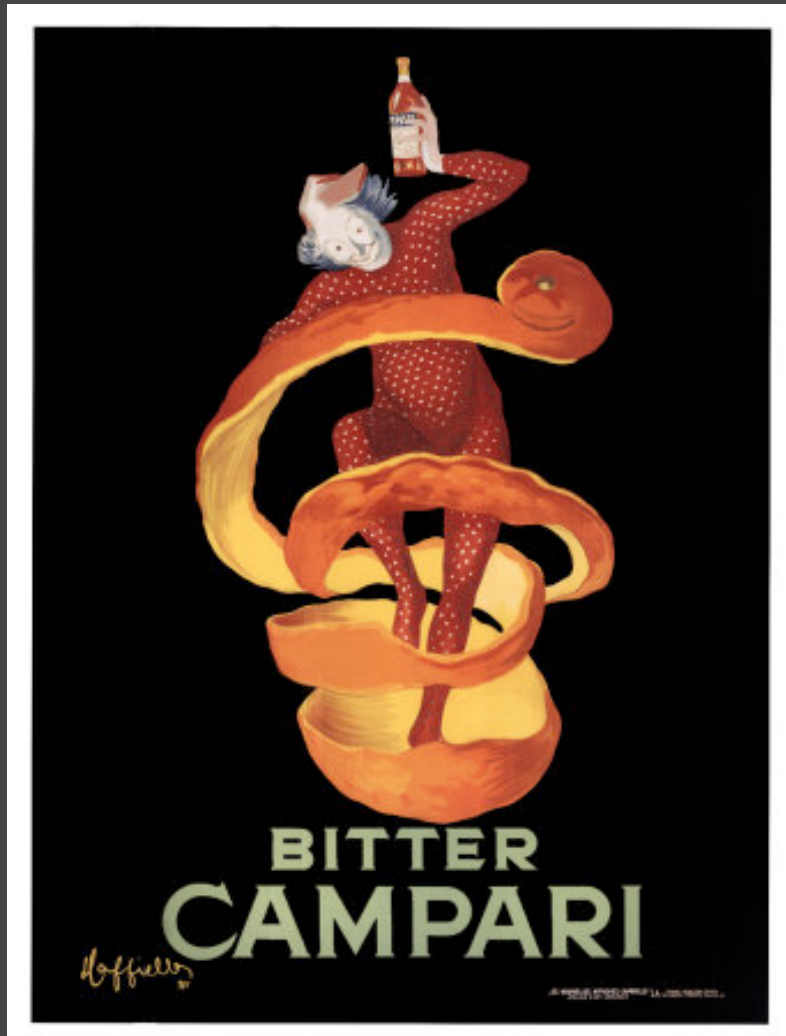
- Edouard Manet, Jules Cheret, Leonetto Cappiello
- Night Life, Beautiful girls dressed in the fashion of the era, Comfortable marriage of illustrated typography and image
- 1868-1890
- The French poster skyrocketed Parisian Night Life, which embraced all walks of life from Expatriate writers, to esteemed artists, to prostitutes.



Edouard Manet



Jules Cheret



Leonette Cappiello

The Belle Epoque

- Henri de Toulouse-Lautrec, Theophile Alexandre Steinlen
- Shadowy figures, Beautiful girls dressed in the fashion of the era and dancing, Absynthe, alcohol
- 1891-1900
- The Belle Epoque was the era of the poster craze in France that began with Lautrec's "Moulin Rouge" poster in 1891. With his creation, advertisement became a fine art form and collectable posters were the rage in Paris and Europe. Posters in each country came to represent their society's unique culture. France is known for cafe life, while the best opera posters come from Italy. Bullfights from Spain, domestic design from Holland, Circus in America. In 1896 a huge poster show was held in Reims, France which displayed 1690 posters by country.



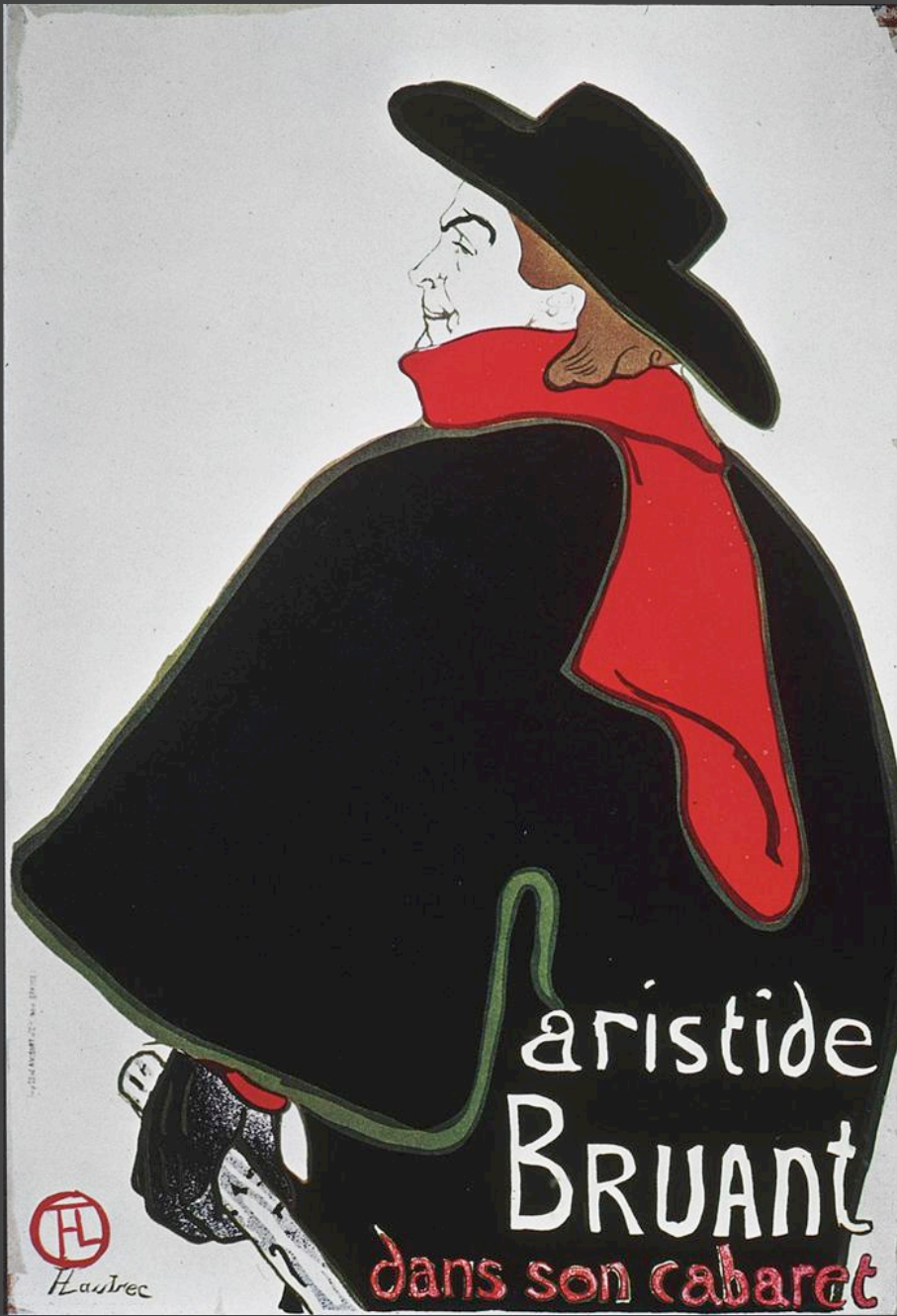
Toulouse-Lautrec

THE AULT & WIBORG CO.



MAKERS OF
FINE PRINTING
AND LITHOGRAPHIC
INKS

REGISTERED BY TRADE MARK
CINCINNATI-NEW YORK-CHICAGO







Theophile Alexandre Steinlen

American Late 19th Century Poster Art

- Edward Penfield, Will H. Bradley, J.C. Leyendecker
- Lifestyle, Publication Advertising
- Late 19th- Early 20th Cent.



Edward Penfield

VICTOR BICYCLES



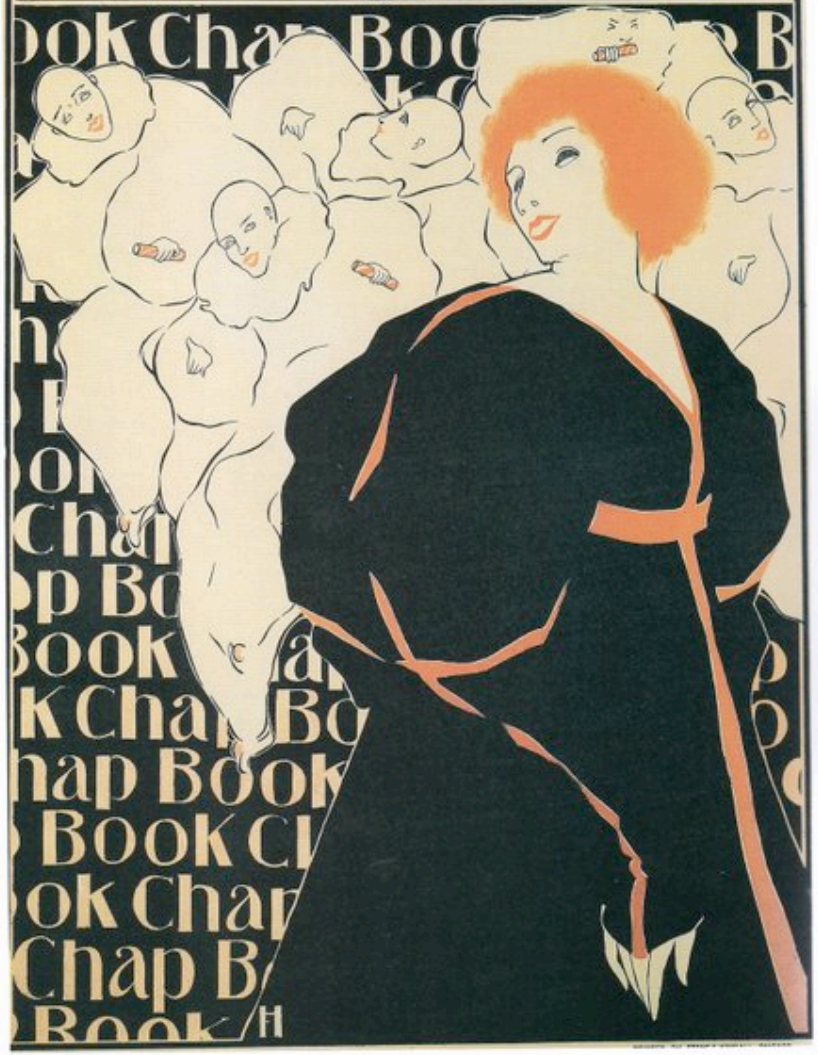
OVERMAN WHEEL CO.

Boston New York Detroit Denver
San Francisco Los Angeles Portland



THE
CHAP-
BOOK

The **Chap-Book**



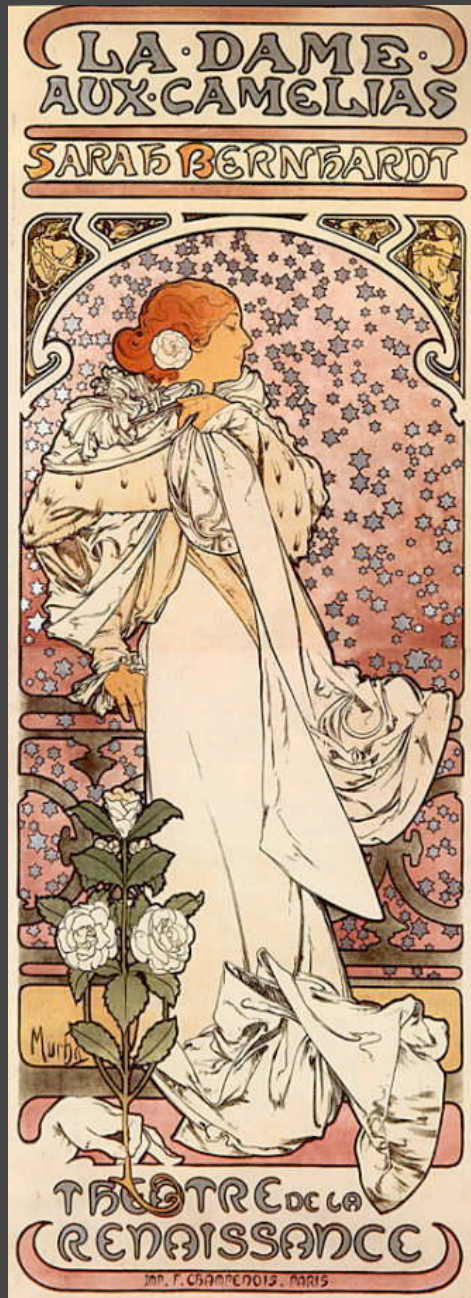
Will H. Bradley



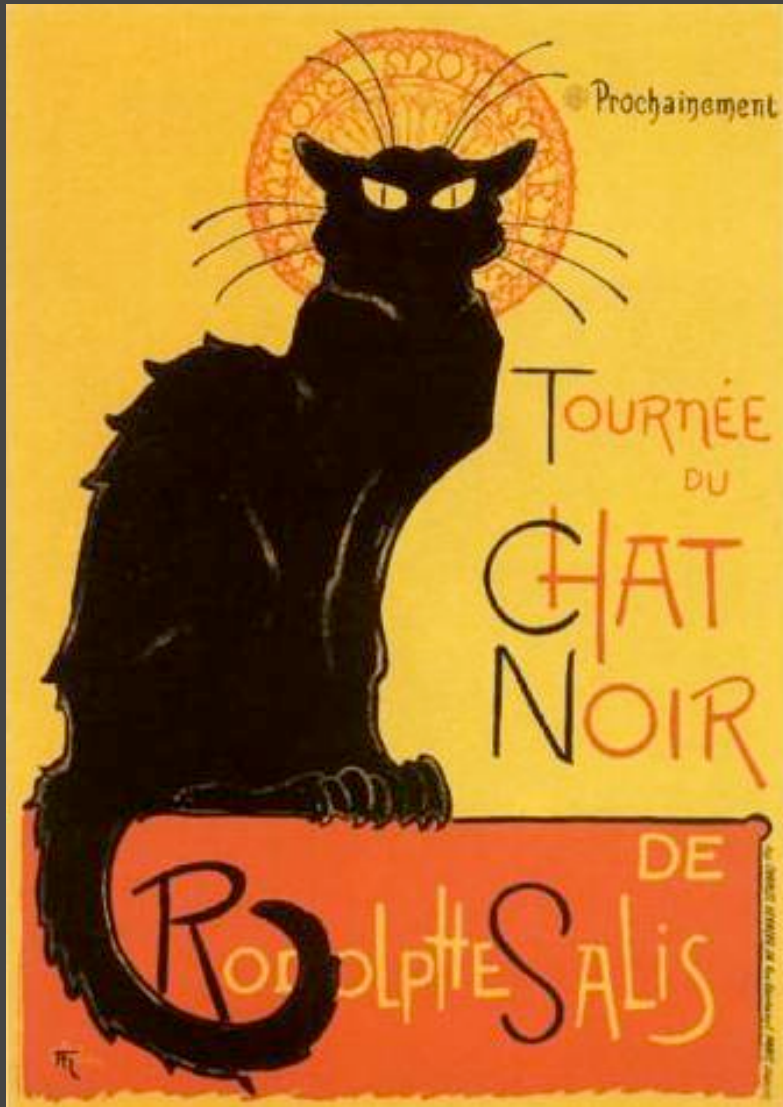
J. C. Leyendecker

Art Nouveau

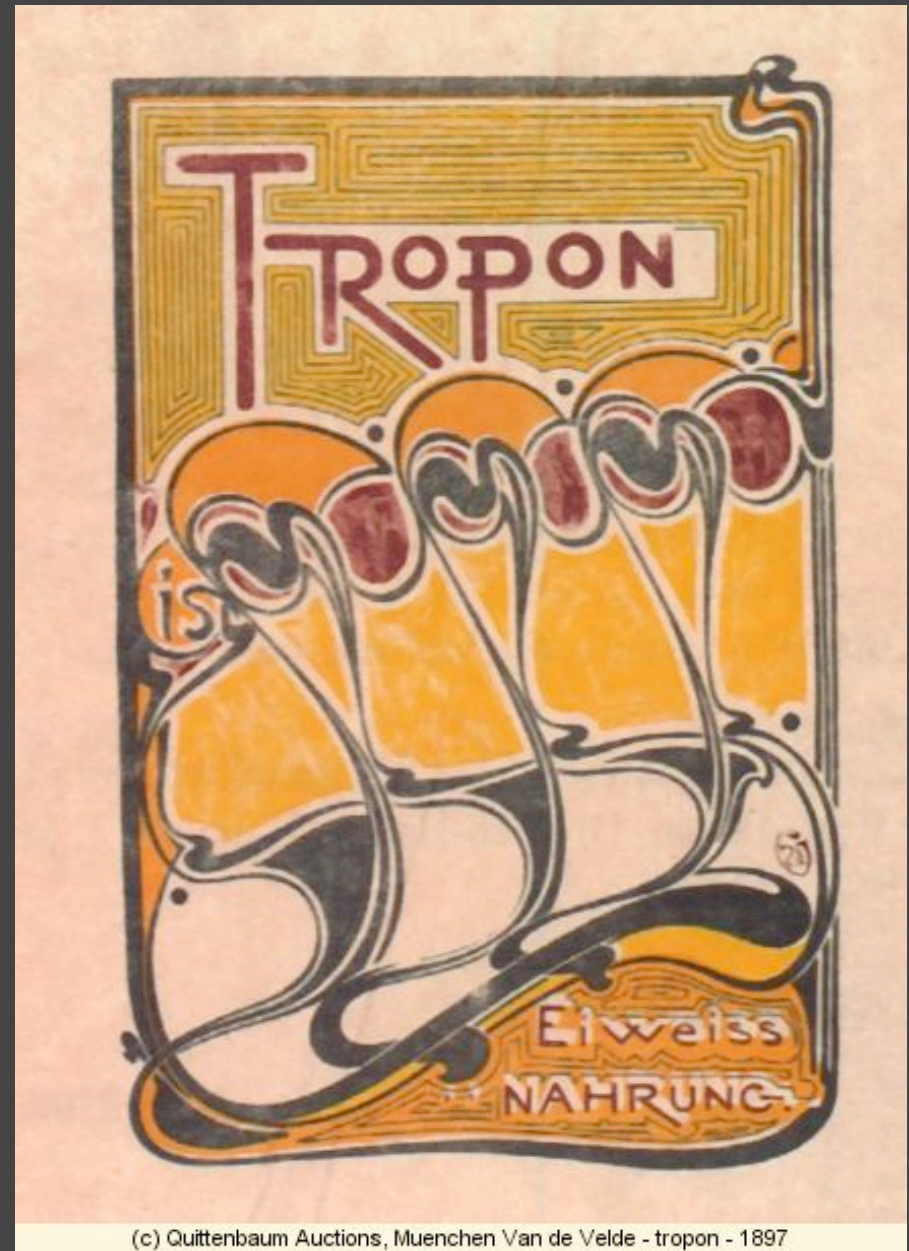
- Alphonse Marie Mucha, Aubrey Beardsley, Henry Van de Velde
- Abstract decorations, Borders, floral and organic matter.
- 1890–1905
- Art Nouveau is French for “New Art,” Jugendstil is German for “Young Style.” Represented natural, young beauty.



Alphonse Marie Mucha



Steinlen



(c) Quittenbaum Auctions, Muenchen Van de Velde - tropon - 1897

Muenchen Van De Velde

German Expressionism

- Oskar Kokoschka, Stahl-Arpke
- Emotional, Non-realistic, visible artist's hand, dramatic typography, influenced by Japanese wood engravings
- 1910s-1920s
- In Germany at the time there was a revival in Nationalism, and German Expressionist posters embraced it by making something completely German.



Oskar Kokoschka



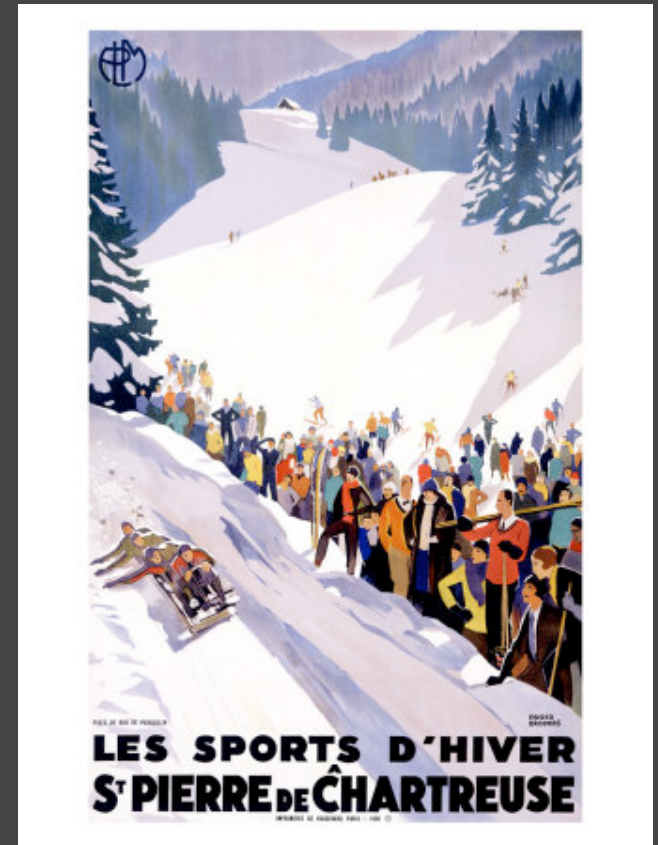
FILMSCHAUSPIEL in 6 Akten · REGIE: ROBERT WIENE · HAUPTR: WERNER KRAUS · CONRAD
VEIDT · FRITZ FEHÉR · LIL DAGOVER ·

Art Deco

- Cassandre, Giuseppe Riccobaldi
- Machine aesthetic, Geometry, Influenced by Futurism and Cubism
- 1925, Decorative Arts Exposition
- Response to the horror of WWI and a disinterest in the now tired Art Nouveau.



A. M. Cassandre



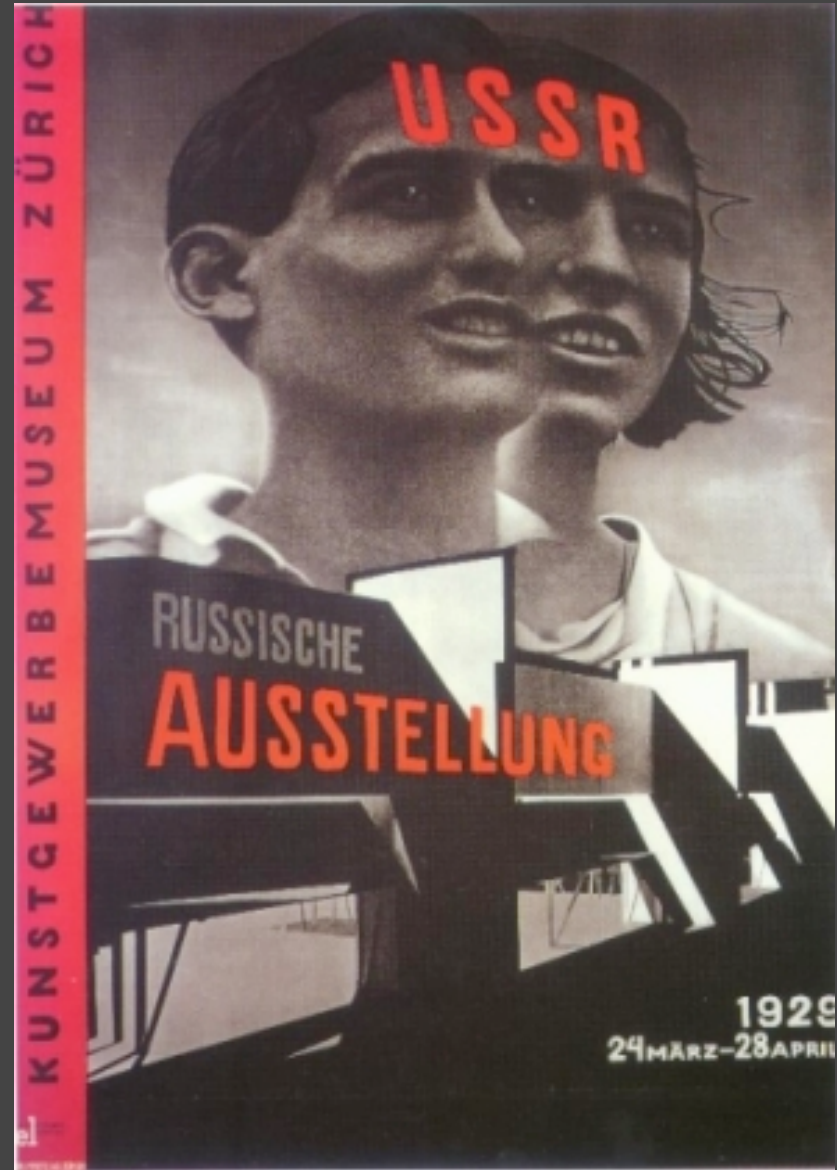
Roger Broders

Bauhaus

- John Heartfield, Walter Dexel, Joost Schmidt, Herbert Bayer
- Designed compositions, Political Subject Matter, Extreme focus on Typography, High quality of design and craft
- 1919-1933



John Heartfield



Eliezer Lissitsky



Joost Schmidt



Walter Dexel



Kandinsky

World War I, World War II and the Propaganda Poster

- James Montgomery Flagg, Jean Carlu, Paul Colin
- Nationalism, Violence
- 1940-1945
- Photo Offset printing replaces Lithography.

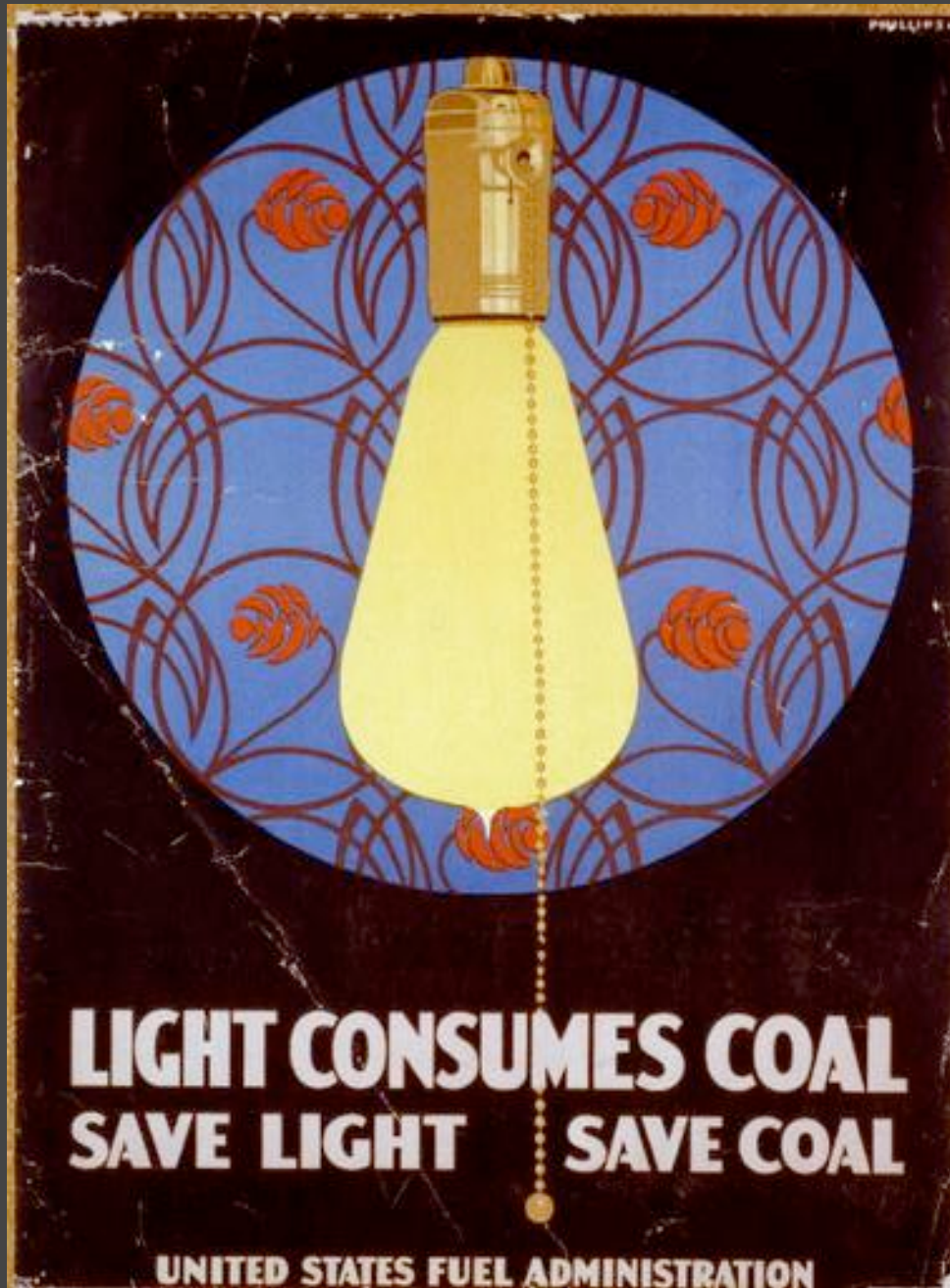


Kenyon Cox



Haskell Coffin



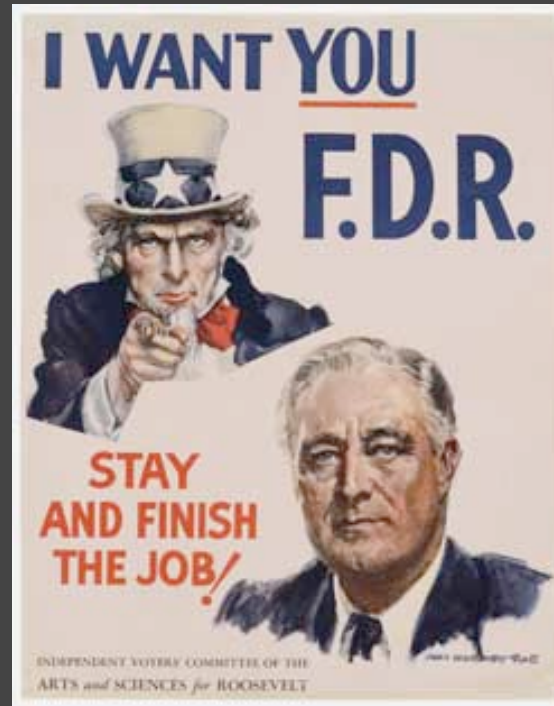


Coles Phillips



James Montgomery
Flagg

The poster that defined
the iconic Uncle Sam
as we still know him
today



The Pointing Figure

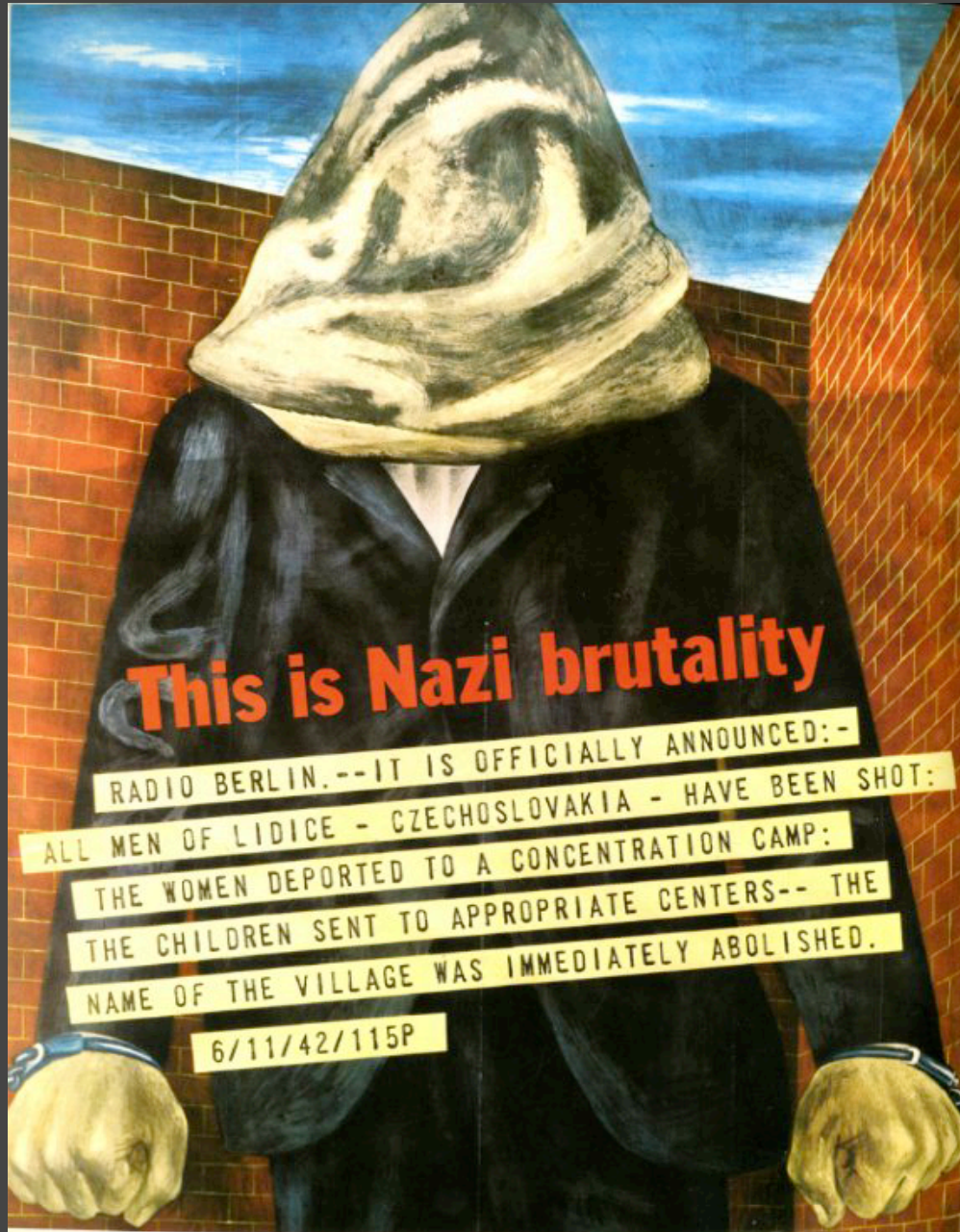
A common visual device in war propaganda posters throughout the world; The central figure directly addresses the viewer to make one feel responsible for taking action





Ludwig Hohlwein





Ben Shahn

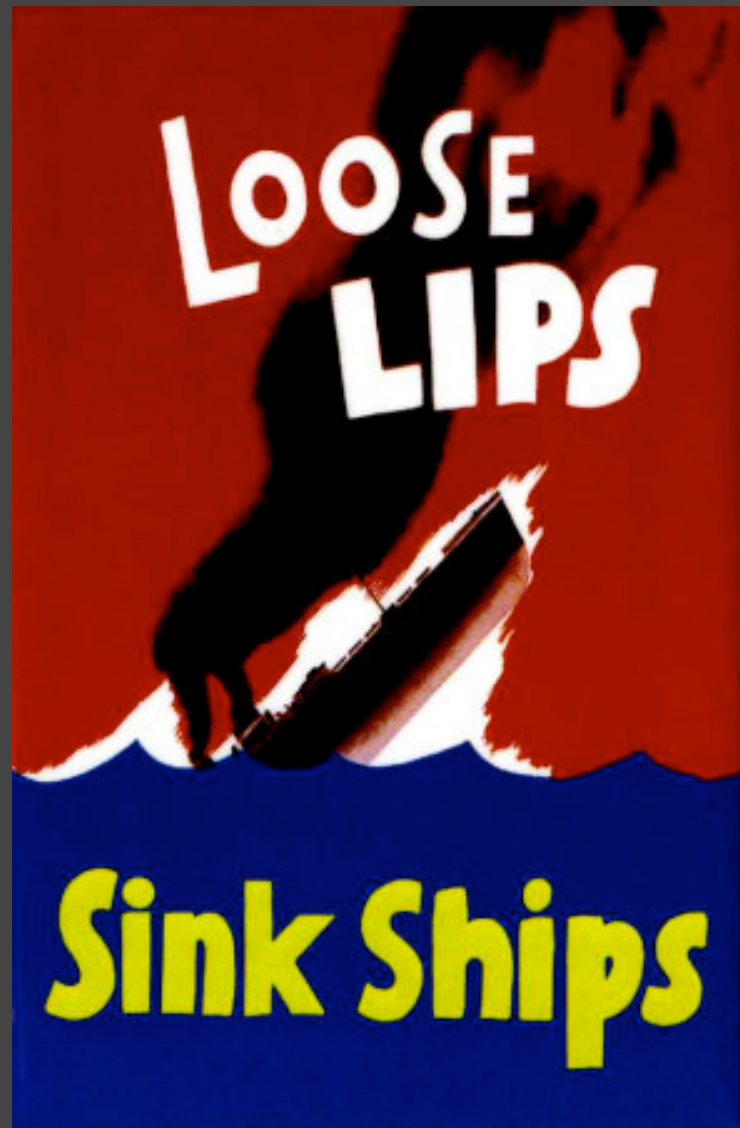


Abram Games

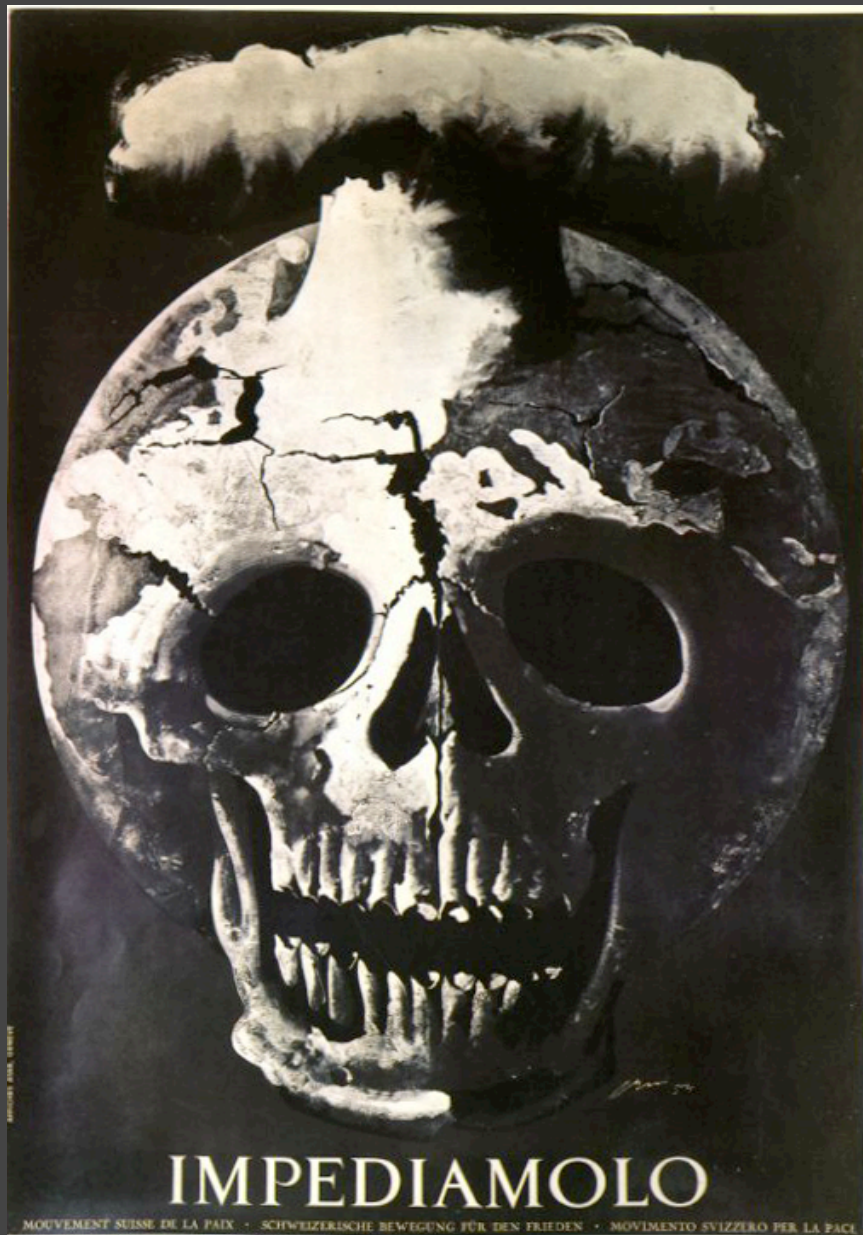
**BITS OF CARELESS TALK
ARE PIECED TOGETHER BY THE ENEMY**



**LOOSE
LIPS**



Sink Ships





BACK THEM UP!



**DATE DENARO PER LA VITTORIA:
LA VITTORIA È LA PACE**



Norman Rockwell

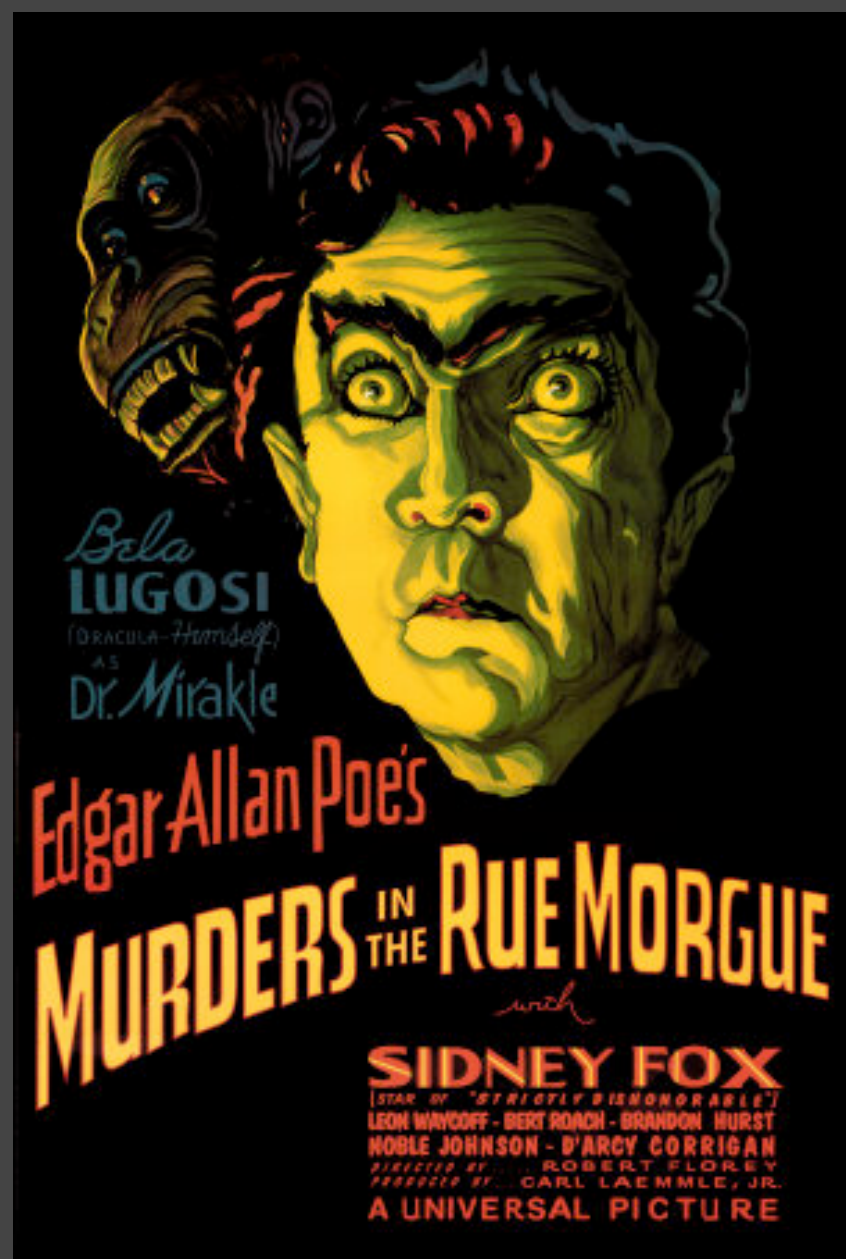


J. Howard Miller

The Movie and Entertainment Poster

- Bronislaw Zelek (Poland) Bob Peak, Saul Bass (America)
- Metaphor and design (Poland) cult of celebrities (America)
- 1960s
- Movie posters are special because a single movie would get a different poster for each country and language it was shown in. Poland is known for the best and most prolific movie poster art, while American posters are known for melodrama and celebrity portraits.





PARAMOUNT PRESENTS
JAMES STEWART
KIM NOVAK
IN ALFRED HITCHCOCK'S
MASTERPIECE



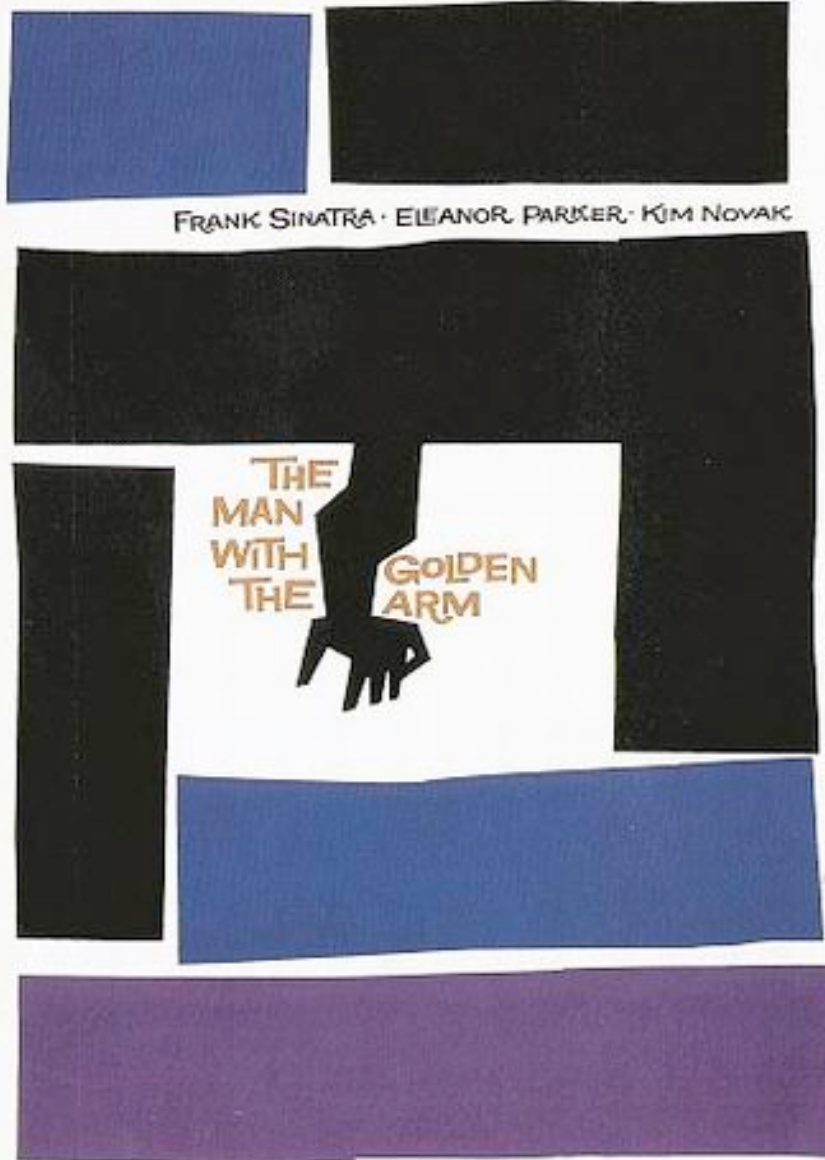
'VERTIGO'

BARBARA BEL GEDDES TOM HELMORE HENRY JONES ALFRED HITCHCOCK ARAC DÖPPEL & SAMUEL TAYLOR TECHNICOLOR
BASED UPON THE NOVELS/SCENARIOS BY PIERRE BOULEAU AND THOMAS NARCEJAC MUSIC BY BERNARD HERSHMAN



JAMES STEWART
LEE REMICK
BEN GAZZARA
ARTHUR O'CONNELL
EVE ARDEN
KATHRYN GRANT

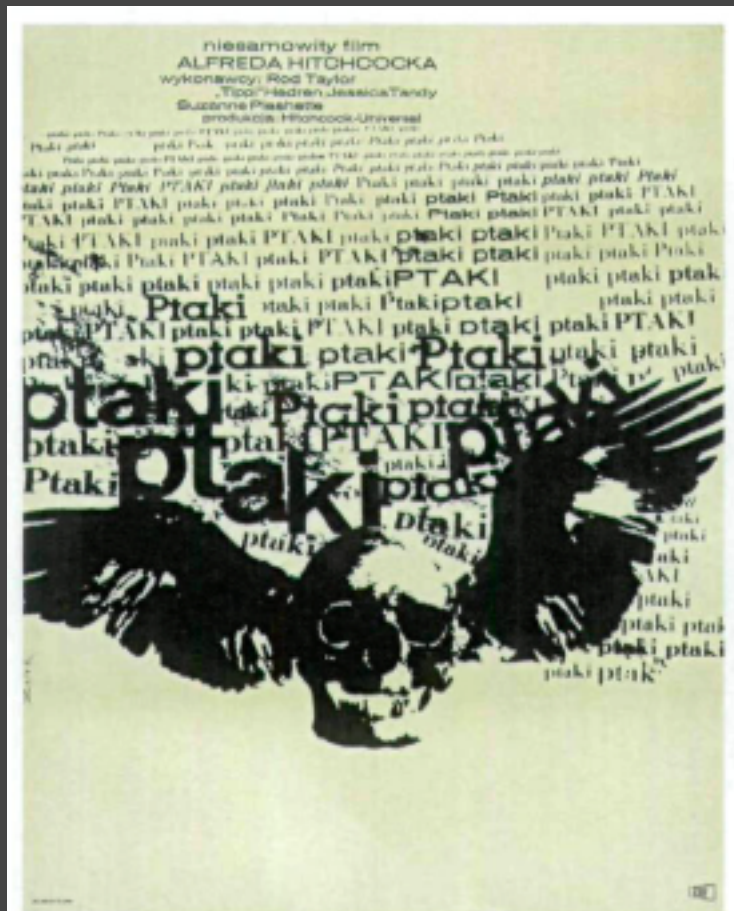
and JOSEPH N. WELCH as Judge Weaver



FRANK SINATRA · ELEANOR PARKER · KIM NOVAK

THE
MAN
WITH
THE GOLDEN
ARM

THE FILM BY OTTO PREMINGER · FROM THE NOVEL BY NELSON ALDEN · MUSIC BY SILVER BERNSTEIN · PRODUCED & DIRECTED BY OTTO PREMINGER



The Birds 1963

Director: Alfred Hitchcock

Artist: Bronislaw Zelek



Psychedelic Posters and the Fillmore

- David E. Byrd, Bonnie MacLean, Wes Wilson, Rick Griffin
- Psychedelia, Music, Counterculture
- 1966-1971

S.F. MIME TROUPE
APPEAL II
FOR CONTINUED ARTISTIC FREEDOM IN THE PARKS
DANCE — CONCERT

with

THE JOHN HANDY QUINTET JEFFERSON AIRPLANE
THE GREAT SOCIETY THE MYSTERY TRIND
THE GENTLEMEN'S BAND & MANY OTHER FRIENDS

... the law's delay, the innocence of office ...

You think Hamlet had problems? A sympathetic mother, an opportunistic step-father, who was loving to boot, a serene girlfriend, and a father who was, lamentably, a ghost. Problem? Forget it.

Hamlet, at least, never had to contend with the skilled mentality of San Francisco park commissioners, not the legal machinations of the Municipal Courts.

The director of the Mime Troupe, R. G. Davis, was found guilty of "performing in the parks without a permit," and he will be sentenced December 6th. Davis was accused when the troupe defied a park commission law, went ahead with a comically off-reproduction of "Othello," by Giuseppe Brusa, an Italian contemporary of Shakespeare's.

The Commissioners had revoked the troupe's permit on grounds that the production did not meet their standards of "good taste." The troupe believes these guardians of good taste have no right to impose their questionable standards on San Franciscans who use the parks. It believes the principle of free expression must be defended wherever it is jeopardized, and so it has engaged in a court battle which now appears to be a long one. Unfortunately, at the first trial, three jurors were not allowed to weigh in the jury's decision, and it led to choice but to find Davis guilty.

The Mime Troupe is holding another appeal party Friday night, December 10th, at the Fillmore Auditorium.

The last party, last month at the troupe's South of Market left studio, was so successful that hundreds of the troupe's friends were turned away because there was no space for them. This time, there is a larger hall, dancing, and many of the same artists and entertainers will be there, as well as some new ones. The place is huge and, like, it's here. Till then, we hope, the people in the business of entertaining other people will be sleeping or else contemplating their own consciences.

The point of it all is to ensure some high spirits and freedom in the parks and, unlike our selfish commissioners to have some fun along the way. Do you think, incidentally, that they would allow "Hamlet" to be performed in "Hamlet" justice parks? This classic, which is required reading in freshman English, is about, among other things, insanity, sexual corruption, whome and murder — "carnal, bloody and unsexed men, accidental judgments, casual slaughter, and, in the upshot, purpose amidst fall's on the inveterate head."

How their mind.

Friday, December 10
9 P.M. till 1
FILLMORE AUDITORIUM
(Fillmore & Geary Streets)

DONATIONS — \$1.50 INFORMATION — GA 1-1984

12/10/65
BG Fillmore handbill
"Appeal 2" Benefit, SF, CA
Blue ink/white stock variety
Design: info. pending

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JEFFERSON AIRPLANE JOHN HANDY QUINTET SAM THOMAS & THE GENTLEMEN'S BAND

THE MYSTERY TRIND AND MANY OTHER FRIENDS THE GREAT SOCIETY

FRIDAY, DECEMBER 10
9 P.M. TILL 1
FILLMORE AUDITORIUM
(FILLMORE & GEARY STREETS)

DONATIONS — \$1.50 INFORMATION — GA 1-1984

12/10/65
BG Fillmore poster
"Appeal 2" Benefit
Design: info. pending

PHOTOGRAPH BY JAMES W. HARRIS

FRIDAY, JAN. 21

DOUBLE BILL - 8:12 P.M. \$2
MUSIC BY TELEVISION MUSIC CENTER

AMERICA NEEDS INDIANS

SENORITUM 9
BY STEVEN KAT BRAND AND JACHT STEWART
THE SLIDE, 1 MOVIE, 4 SOUND TRACKS
FLOWERS, FOOD, ROCK N ROLL, EAGLE
BONE WHITE, E. THUNDERSTORM
LIVE CHRYSLER, THE CHIPPERS
LUNICAL, PINKADEE, BARBERS
KIMMEL, HIGH FIDELITY, OTTOMA
CHEROCKE, BIRD, BLACKFEET, TUNGST
MAMAK, POMO, MANKU, &
ANTHROPOLOGISTS

OPEN THEATER

"VIBRATIONS" INHIDE PROJECTIONS
THE OLD BOB WITH THE COMPASS
OF WONDERS, MAKE IT SIMPLE WACONIA
FOR LUMINOUS WASHINGTON STEWART
TAM, THE JAZZ MUSIC SEATTLE ROAD
MAGE, PROJECTIONS, THE ENDLESS
EXPLOSION, BEN AND PAUL, STEVE
FORBES, AMANDA FOLGEL, THE BELL
TABLE, EBANESCENT & UNEXPECTED.

LONGSHOREMEN'S HALL
WITH BRAND NEW SOUND SYSTEM AT
FISHERMAN'S WHARF, SAN FRANCISCO
INFORMATION: 392-3449

SATURDAY, JAN. 22

DOUBLE BILL - 8:12 P.M. \$2
MUSIC BY TELEVISION MUSIC CENTER

"OPTIONS AND CONTRACTS"

BY MEMBERS OF THE S. F. TAPE MUSIC
CENTER AND CANYON CINEMA - KIMON
SENDER, ANTHONY MARTIN, DON
BUCHHA, BRUCE SALLY, BILL MADRINE,
BOBNA, THUNDERBOLT, ELTHAMTS, REAL
PEOPLE WITH BIG SPOONER, ASIO
THE HOLDING COMPANY, ROCK N ROLL,
MOCKATED GUITAR, SOUND/LIGHT
CONSOLE, OVERHEAD PROJECTION, &
THE UNEXPECTED.

"THE ACID TEST"

THE SOBBY BAND OF FRANKSTERS AND
THEIR PSYCHEDELIC SYMPHONY, REAL
CASSACH VS. ANN MURPHY, HALSTVILLE,
THE GRATEFUL DEAD, ROCK N ROLL,
ALLEN DORIS, BOB'S ALIEN, THE
MOVIES, BOB BOBY AND HIS ELECTRIC
THUNDER BOB PLUMB, THE WAYS THE
HELL'S ANGELS, WARY NITRO OUTLAW,
& THE UNEXPECTED.

TICKETS: \$1 PER LIVE - OR \$1 PER 1 LIVE
TICKETS BY MAIL OR CASH IN ROOMS
MUSIC CENTER, 1517 STATE CITY
LIGHTS BURNS & THE BOOK

SUNDAY, JAN. 23

CYCLOTRON, 8:12 P.M. \$2
MUSIC BY TELEVISION MUSIC CENTER

HIGH ENERGY EXPERIMENTS

WILL BE CONDUCTED BY AMERICA NEEDS
INDIANS & OPEN THEATER & SF TAPE
MUSIC CENTER & CANYON CINEMA &
MERRY FRANKSTERS & ILLUSTRIOUS
MOVIE MAKERS & GORDON ASHBY
SLIGHT MATRISO & HENRY JACOBS (AIR
DOME PROJECTIONS) & DON BUCHHA &
OSBORNE AND STEWART & THE
GRATEFUL DEAD & THE WELDING
COMPANY & THE STROSCOPIC
TRAMPOLINE & MANY OTHERS STILL
BEING ASSEMBLED.

THE AUDIENCE IS INVITED TO WEAR
ELECTRIC GEAR, BRING YOUR OWN
TOMS - PROGRAMMED PUBLIC A.C.
OUTLETS PROVIDED.

FESTIVAL CREDITS
PHOTOGRAPH BY JAMES W. HARRIS
MUSIC CENTER, 1517 STATE CITY
LIGHTS BURNS & THE BOOK

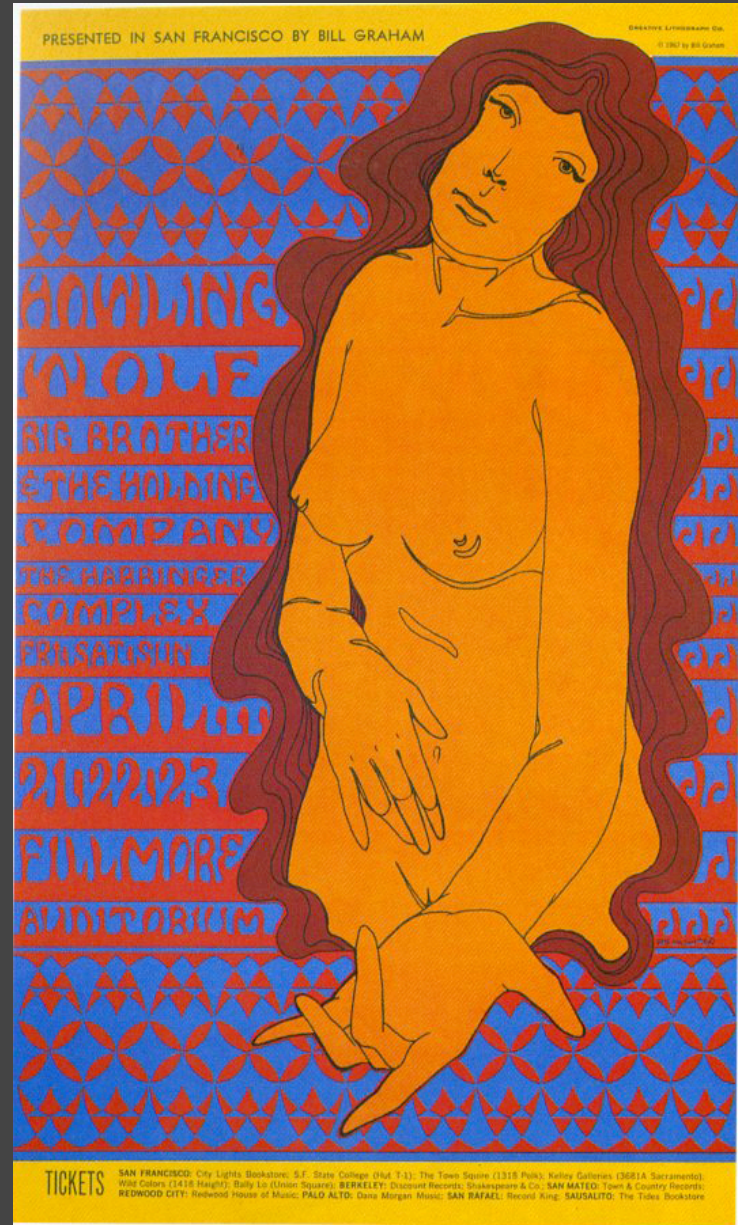
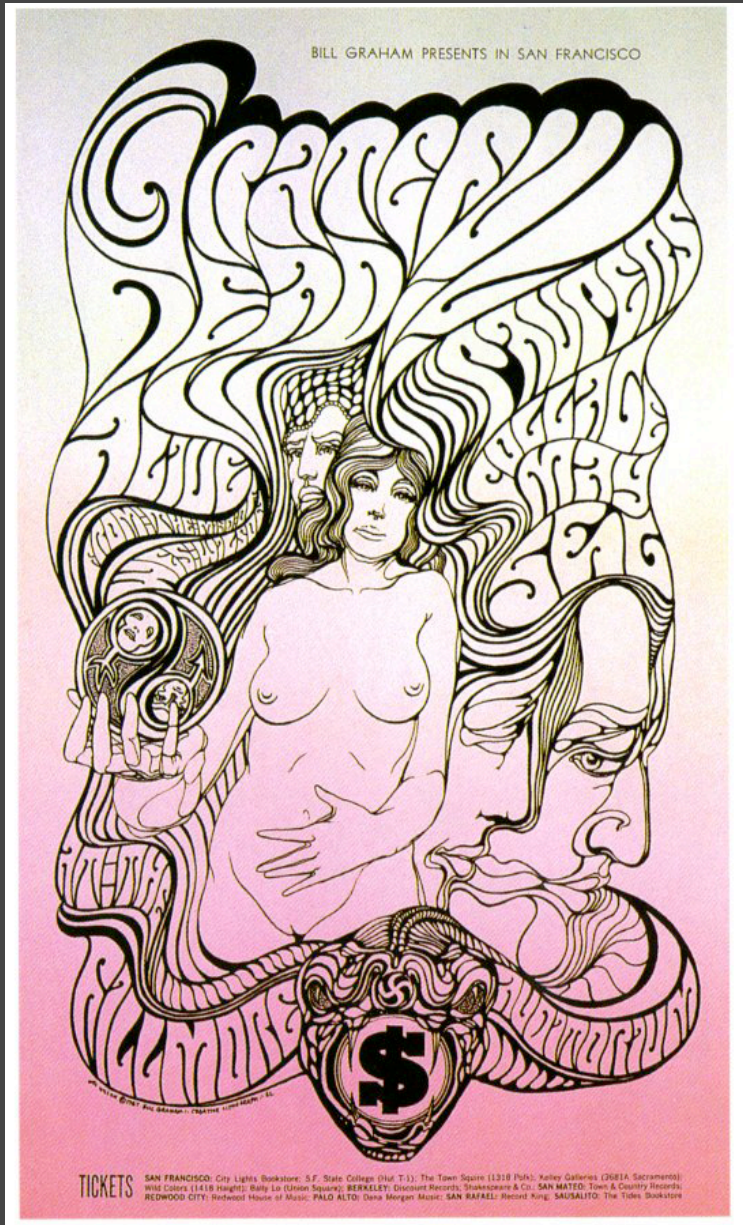


TRIPS FESTIVAL

JAN 21, 22, 23



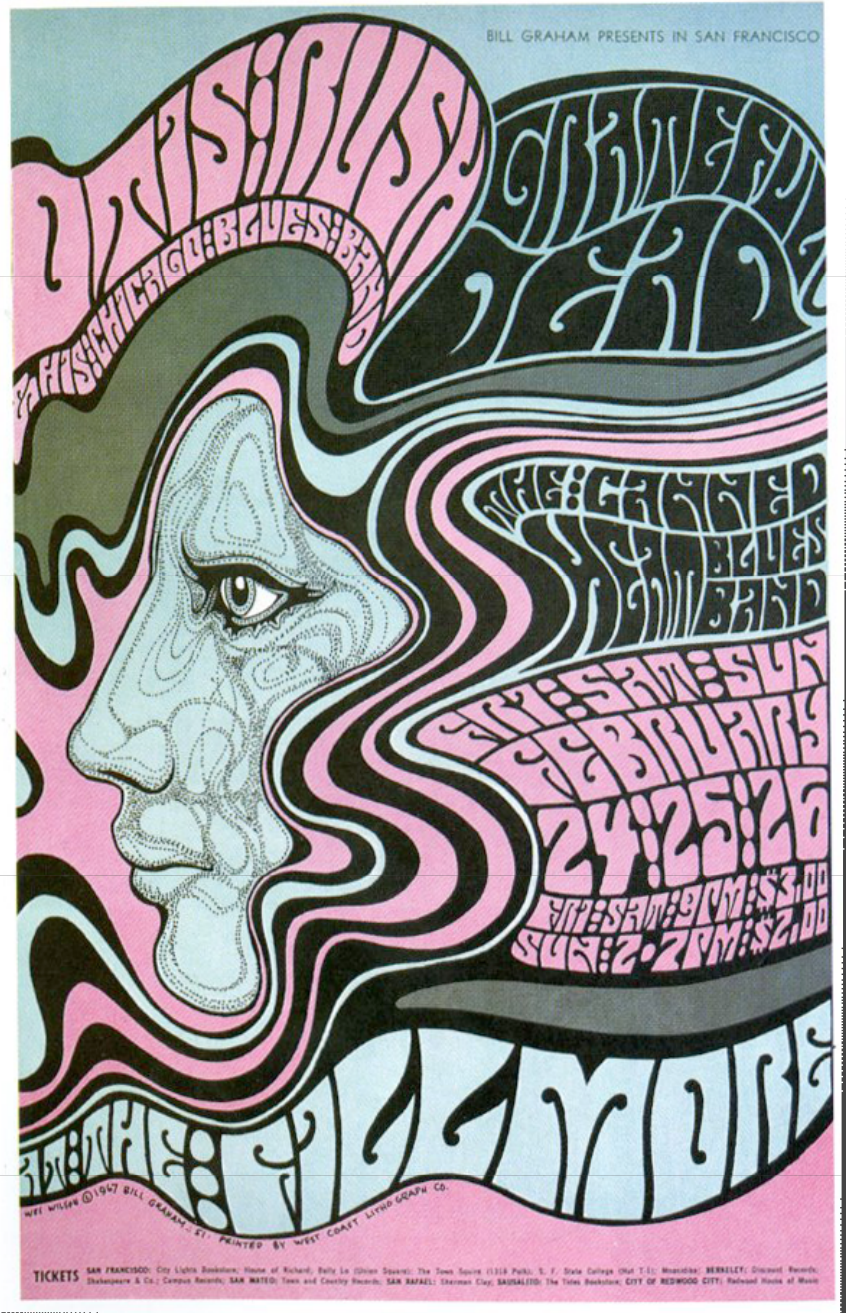
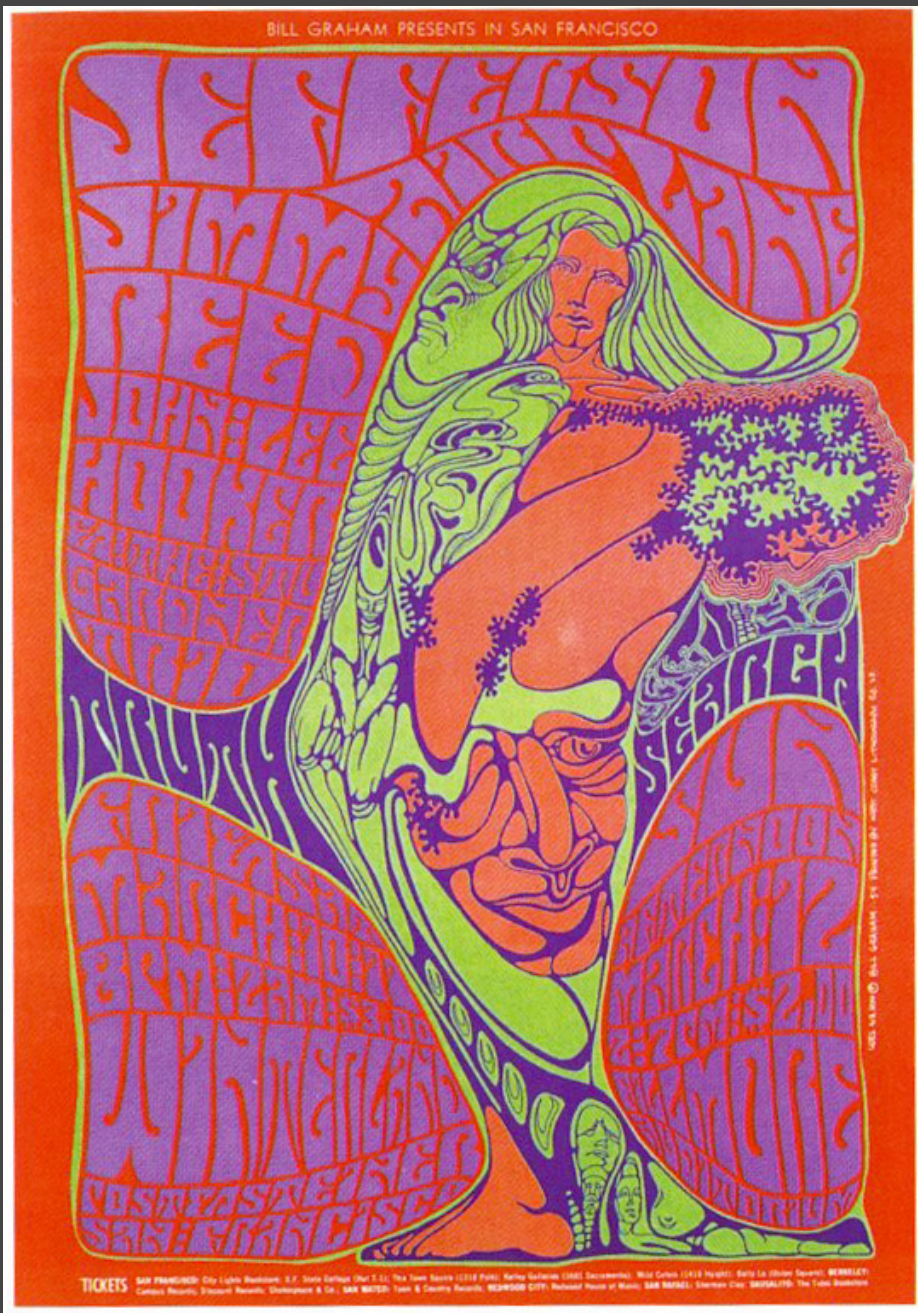
Bonnie MacLean



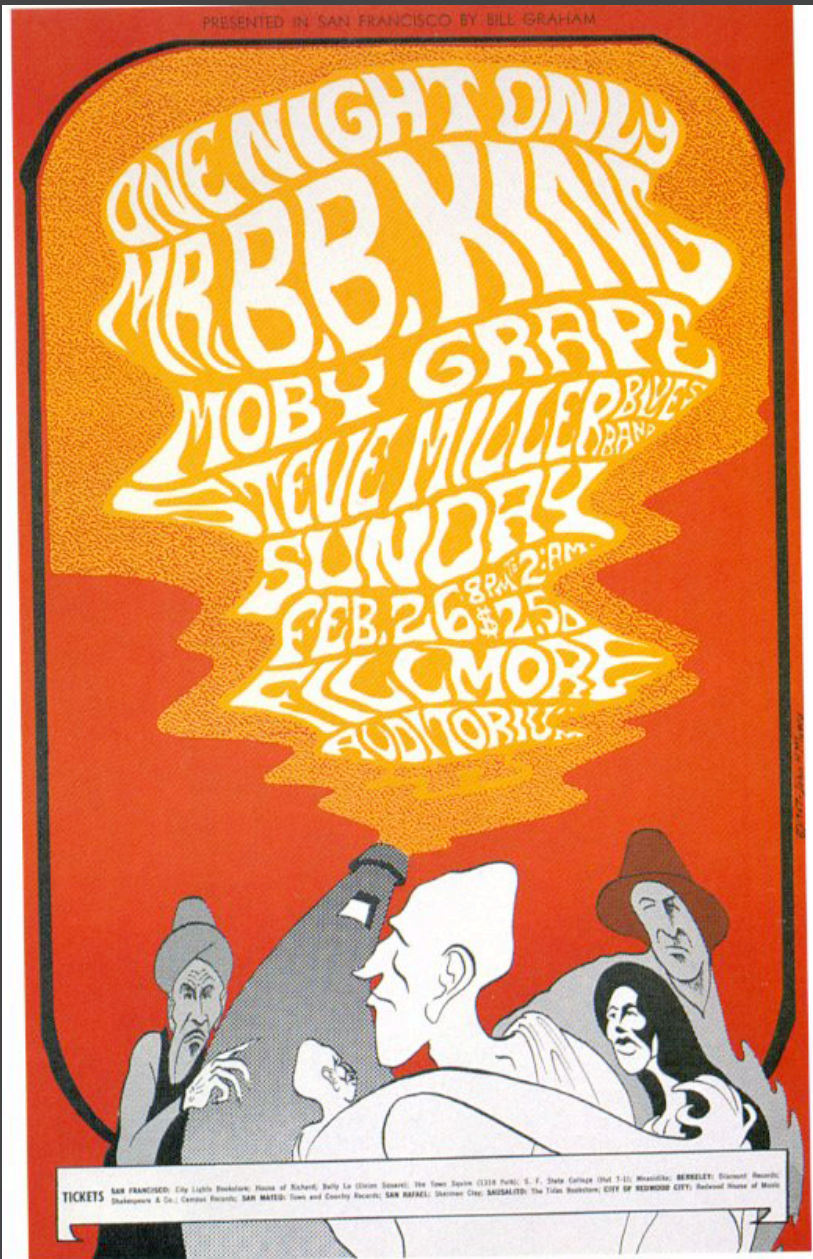
Wes Wilson



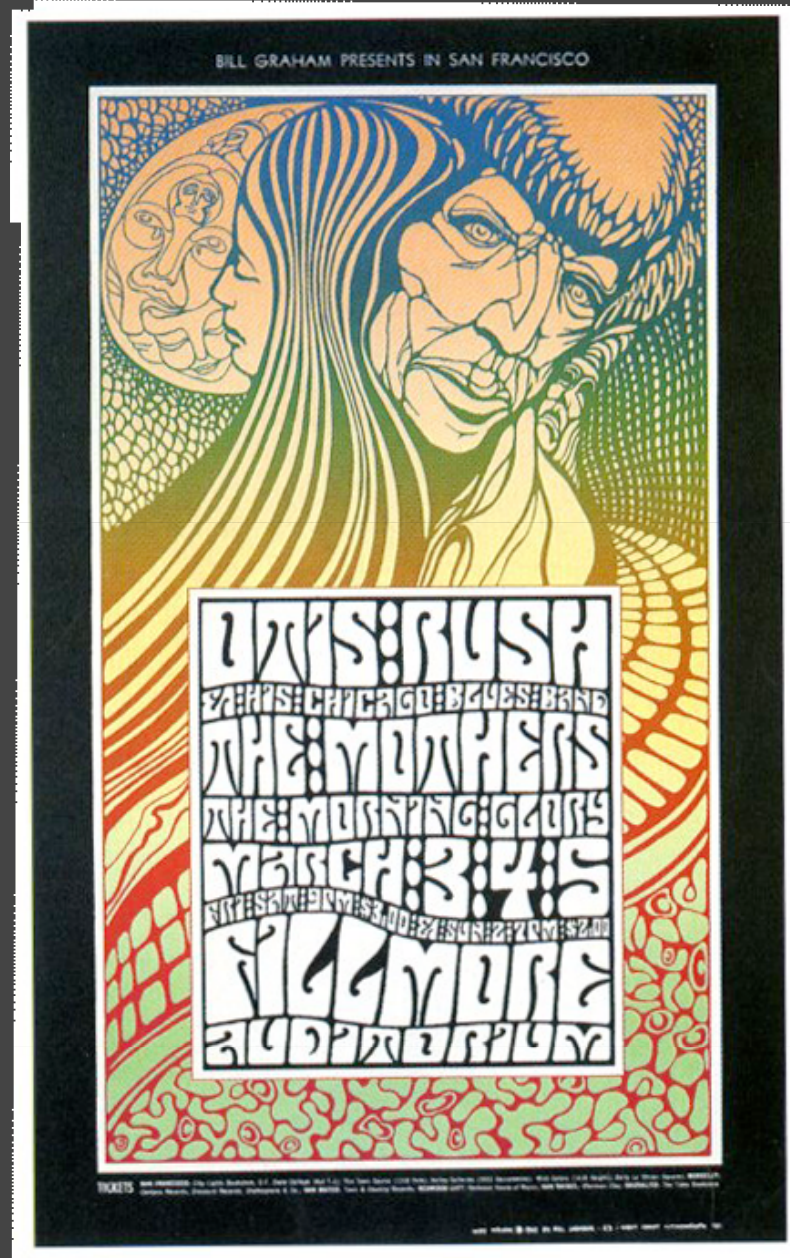
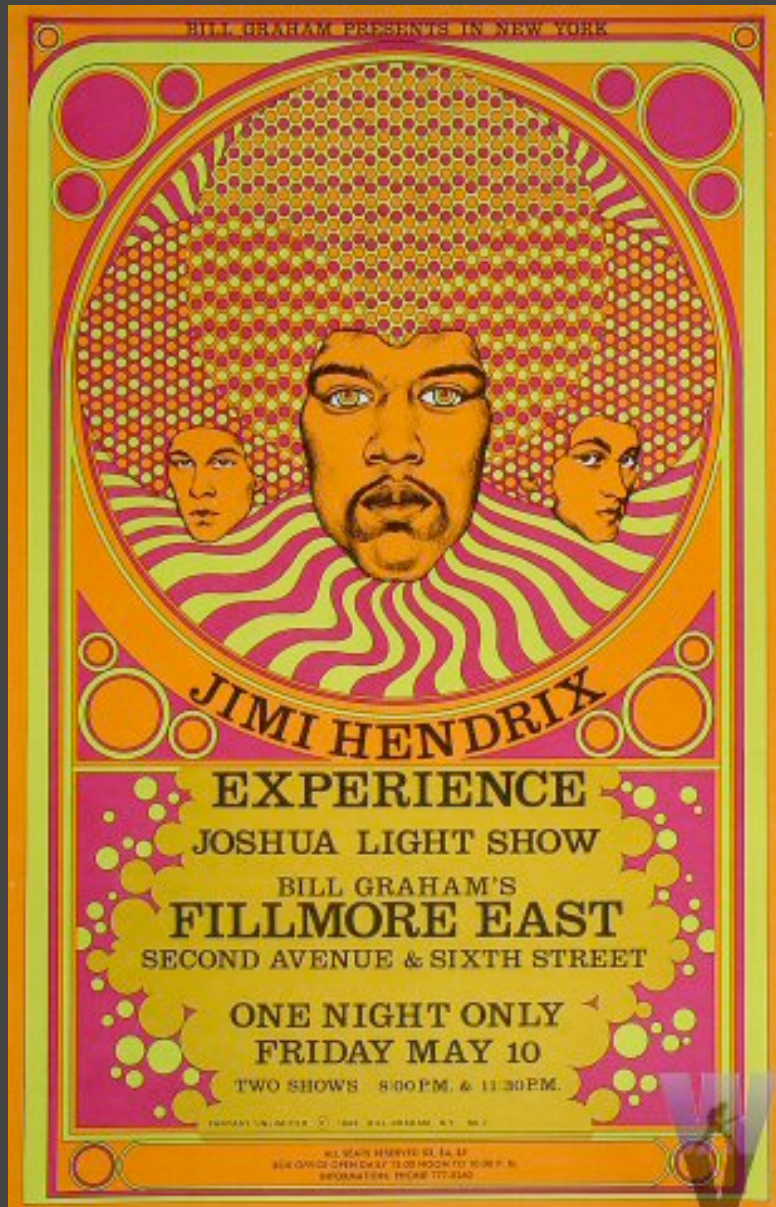
Clifford Charles Seeley, Wes Wilson



Wes Wilson



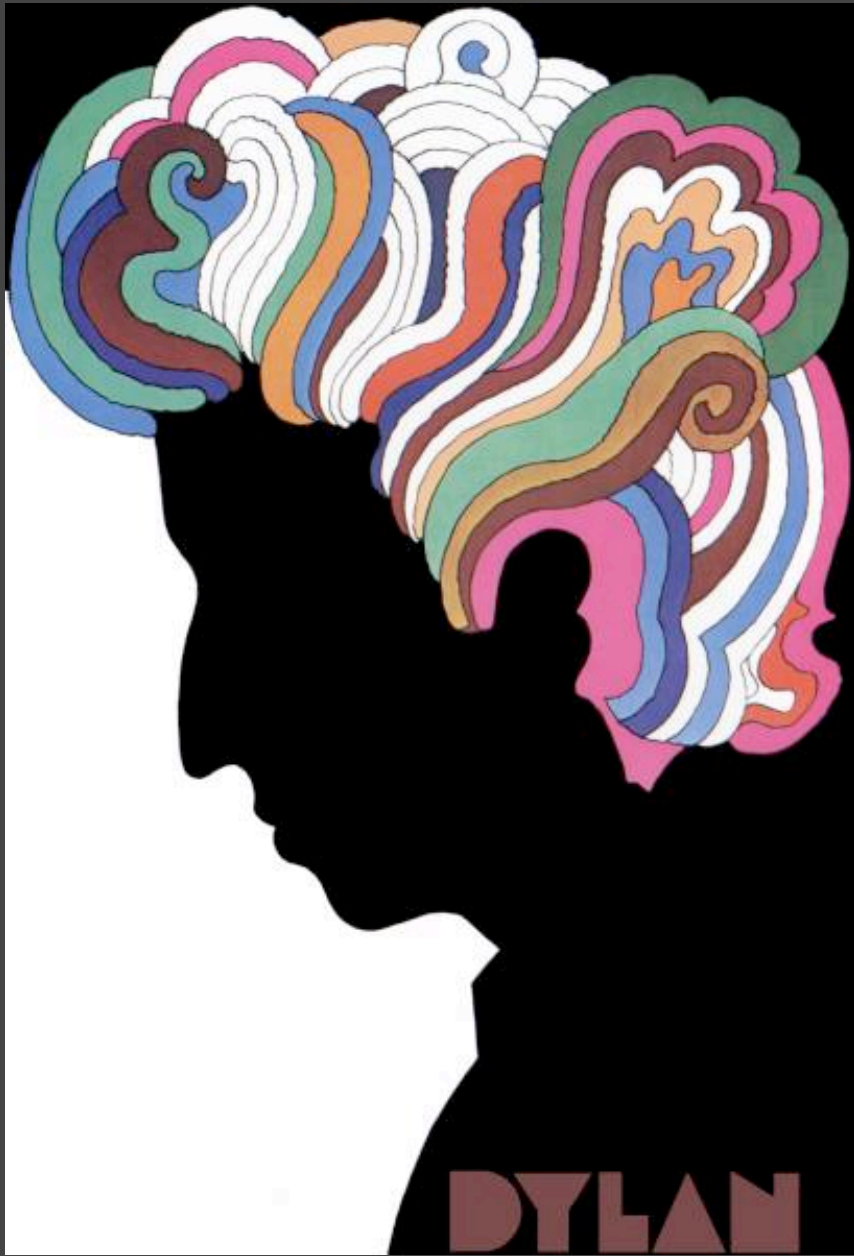
John H. Meyers, Wilfrid Weisser



David Ebyrd, Wes Wilson

Prominent Mid-Late 20th Century Poster Artists

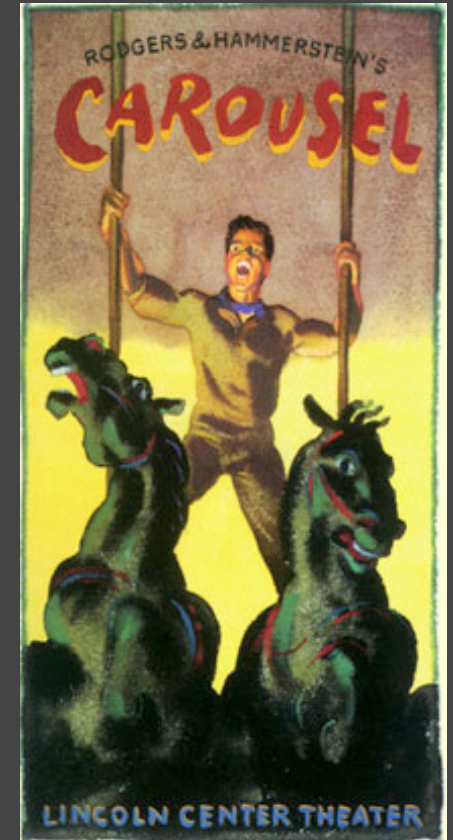
- Saul Bass, Milton Glaser, James McMullan
- Less of a movement, more prominent individual artists
- Saul Bass- 1920-1996 Milton Glaser- 1929-Current James McMullan- 1934-Current



Milton Glaser



Seymour Chwast



James McMullan



Punk Posters and Flyers of the 90s

- The consumer-grade copy machine and access to stores such as Kinko's put the poster into the hands of the 90s punk scene, mostly made up of young anarchists.
- Posters in this movement were unintentionally reminiscent of German Expressionism for messy aesthetic and abrasive, visual emotion.



DIVE IN WITH THE ENEMIES
OF THE STATE...

DEAD KENNEDYS
the **FEEDERZ**
BLACK FLAG

WEDNESDAY OCTOBER 10

MABUHAY
Gardens

ADMISSION 2

The New D.I.Y. and Indie Poster

- Tyler Stout, Shepard Fairey, Invisible Creature
- The Indie poster spawned from the D.I.Y. principles of punk posters but aimed for a higher aesthetic
- Screenprinting is the medium of choice for most D.I.Y. and Indie poster artists
- Mostly done for Indie bands or local events, strong sense of community
- Extremely collectible



Shepard Fairey



Tyler Stout



Invisible Creature