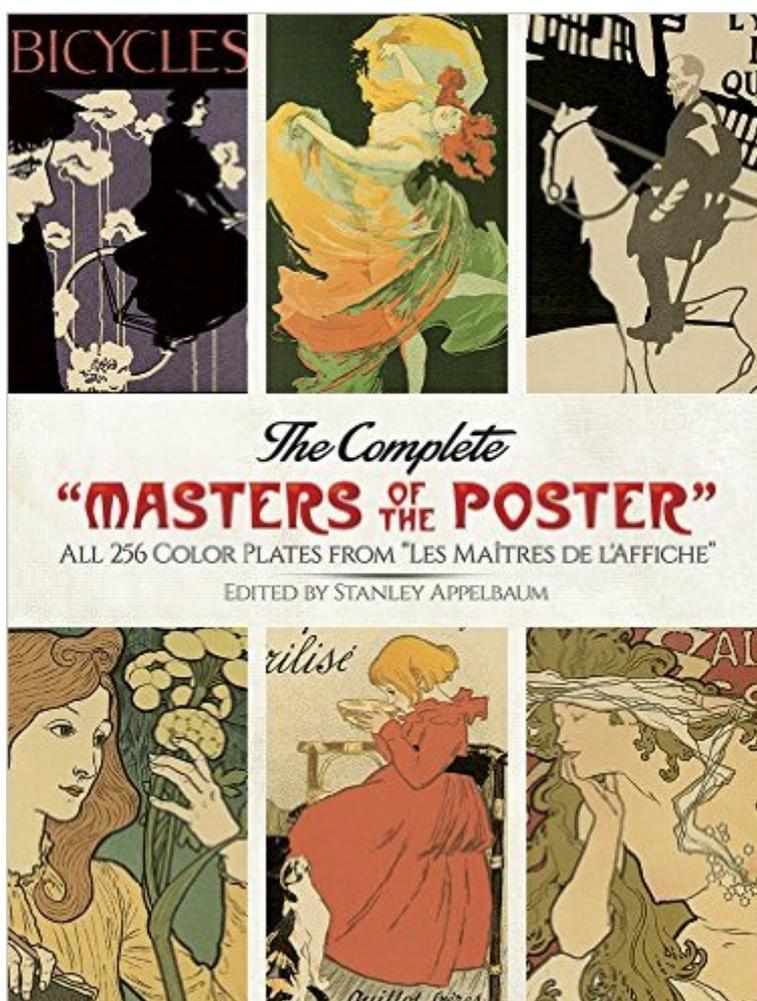


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# The Complete "Masters Of The Poster": All 256 Color Plates From "Les Maîtres De L'Affiche" (Dover Fine Art, History Of Art)



## Synopsis

Les Maîtres de l’Affiche (The Masters of the Poster) is one of the most prestigious and influential art publications in history. Its 256 color plates have preserved for each succeeding generation a wide-ranging selection of outstanding posters from the turn of the century, when the popular art form had reached its first peak. This Dover edition is the first complete republication of the legendary Maîtres set to devote a full large page to each plate. Les Maîtres de l’Affiche was issued as separate numbered sheets measuring 11 1/4 x 15 1/2 inches. Every month for 60 months, from December 1895 through November 1900, subscribers received a wrapper containing four consecutively numbered poster reproductions. On 16 occasions, the monthly wrapper also contained a bonus plate, not a poster reproduction but a specially created art lithograph. Jules Chéret, father of the modern poster, emerged with the lion’s share of the plates, 60 of the 240 numbered poster reproductions and 7 of the 16 unnumbered bonus plates. Of the 97 artists represented in Les Maîtres de l’Affiche, some were preeminent painters and printmakers at various stages of their careers: Toulouse-Lautrec, Denis, Bonnard, Vallotton, Puvis de Chavannes. Others were famous illustrators and cartoonists of the period, still well known to art collectors and bibliophiles: Forain, Caran d’Ache, Ibels, Willete, Boutet de Monvel, Lécandre. But there were also all those whose names say "poster," the conquering pioneers of the new medium: Chéret himself, Mucha, Steinlen, the Beggarstoffs, Grasset, Penfield, Parrish, Bradley, and Hardy. This edition reproduces the plates in their original numerical sequence, one to a page, retaining the standardized tan border introduced by the editors of Les Maîtres. The bonus plates, originally unnumbered and issued at various times, have been given the letters A through P and have been placed at the end of the volume. The List of Plates indicates the exact months in which Maîtres subscribers received these bonus plates. In order to keep the plate pages uncluttered, the captions on those pages have been limited to plate number (or letter) and the artist’s name. The List of Plates also furnishes essential data on the original full-sized posters: their dimensions, the year in which they were first published, city of publication, and specific print shop responsible. A special Dover feature, which is almost certainly a first ever, is a full literal translation of the text of all posters printed in a language other than English. These are all new direct translations from French, German, Italian, Spanish, Dutch, Danish, Czech, and Hungarian.

## Book Information

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## Customer Reviews

An interior designer and a collector of antique posters, I completely rely on this book. Roger Marx brings to us an amazing selection of posters ranging from whimsical prints to dramatic and romantic pieces as well as thorough information on each piece. Featured on the cover is my most treasured possession.

Just the thought of a poster subscription series makes me wonder why no one does this today. At the turn of the previous century, with Art Nouveau in full bloom, Victorian still prominent, and Art Deco hinted as the future, posters blossomed. They were most decidedly worth receiving in the mail — four a month, for a full series of 240. Mucha, Toulouse-Lautrec, Grasset and countless others, made their living in advertising. And here they are, in order, numbered, with stats about the artists, and an overview. The artists were breaking out of the stifling Victorian mould. They were no longer restricted to geometric frameworks. Their subjects could be facing away, playing with the text, woven into the title, or have nothing whatever to do with the product being advertised. The artists made up new fonts like there was no tomorrow. For centuries, there had been only a handful of fonts outside the decorous initial letters of religious text chapters. Here, now, for all to see, was open competition to attract the eye of the passer-by. And in as ultra-modern a fashion as possible. It was an exuberant era, beautifully assembled in this Dover collection for all to see in outsized pages. David Wineberg

As stated, the book contains all 256 plates. But there is almost no informational material. If you just

want to know what was included in this series, this is your reference manual.

For those interested in the poster or in Art Nouveau or in the history of printmaking, specifically lithography, this is an essential reference book. The "Masters of the Poster" portfolios were reduced size reproductions of selected advertising posters of the late 19th century and included works by Mucha, Cheret, Bonnard, Toulouse-Lautrec and many, many others. These reproductions were printed by one of the major lithographic printing houses of the time and sold as annual editions to subscribers. Many of these lithographs are still available in galleries, although expensive. This Dover book includes 256 of the posters which represents the basic subscription portfolio as well as the supplemental lithographs of drawings especially prepared for the subscribers. It is rare to find such a definitive work at such an inexpensive price.

'The Complete "Masters of the Poster": All 256 Color Plates from "Les Maitres de l'Affiche" edited by Stanley Appelbaum is a gorgeous collection of art from an earlier age. Starting with an introductory foreword by the editor, the history of the collection is given. There is an extensive bibliography giving translations for the posters. Then the posters follow. Who knew ads for magazines and chocolate milk could be so elegant? Certainly this is a lost era which valued the beauty in things as simple as advertising. The majority of the collection is in French, but there is English and German as well. Jules Cheret seems to be the most prolific artist in the collection, but there are lots of other artists, including Henri De Toulouse-Lautrec. It's wonderful collection to feast your eyes on, and I certainly enjoyed getting the chance to read it. I received a review copy of this ebook from Dover Publications and NetGalley in exchange for an honest review. Thank you for allowing me to review this ebook.

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