

GD315A

— Read through A.M. Cassandre (p269 through paragraph 3 p283)

History  
and Analysis  
of Design

Names—and Important Information—to Know

- Pryde (1866–1941) and Nicholson (1872–1949). Brothers-in-law, they worked in England, briefly during 1894 under the pseudonym, **the Beggarstaffs**. Developed the collage technique. p269.
- **Plakatsstil** (poster style) pp270–272. Basic forms and pure colors used to communicate expressive and symbolic images.
- **Lucien Bernhard** (1883–1972). **Priester Matches poster** (p271 #16-1): “visual language of shape and sign”
  
- **The poster goes to war**
  - p275 paragraph 3 “...the Allies’ approach” through paragraph 1 p277.
  - #14-20(1915): Lucien Bernhard
  - #14-25 (c.1915): Alfred Leete
  - #14-27 (1917): James Montgomery Flagg
  
- Read **The Maverick from Munich**
  - **Ludwig Hohlwein** (1874–1949). Combined simple powerful shapes with natural imagery, produced posters which were both symbolic and pictorial. Prolific in Germany during Nazi era, his relationship with the Nazis caused him a lack of respect.
  
- Read **Post-Cubist Pictorial Modernism** through paragraph 2, p283)
  - **Art Deco** (p279): 1920s and 1930s (between the two WWs). Incorporated influences of Cubism, the Bauhaus, the Vienna Secession, de Stijl and Suprematism with zigzag, modern, decorative geometry—expressing the then-modern and all-important machine with a passion for decoration.
    - **Edward McKnight Kauffer** (1890–1954). p279. Born in USA, moved to Europe to experience design innovation. Was inspired by the Cubists and Futurists.
      - in 1937 the writer Aldous Huxley stated that Kauffer “prefers the more difficult task of advertising products in terms of forms that are symbolical only to those particular products... he reveals his affinity with all artists who have ever aimed at expressiveness through simplification, distortion and transposition, especially the Cubists,” to produce “not a copy, but a simplified, formalized and more expressive symbol.” (p280).
      - 1915–1940 Kauffer designed posters for the **London Underground** (p280 #14-38, 39; also p119 Graphic Design and the Mechanical Age, London Underground Poster (1930).
    - **A.M. Cassandre** (1901–1968). Began designing posters in the early 1920s.
      - His style was composed of rigid geometric forms, restrained use of color and dynamic lines. Influenced by Cubism, simplified natural forms by combining geometric forms and symbolic imagery.
      - Posters: esp p281, 282 #14-41, **42 (L’Intransigent)**, **43 (L’Atlantique)**. Also p50–53, Geometry of Design)
      - Typefaces: esp p282 #14-47 (**Bifur**), 14-49 (**Peignot**)
      - More about Cassandre in Chapter 19 (immigration to USA)