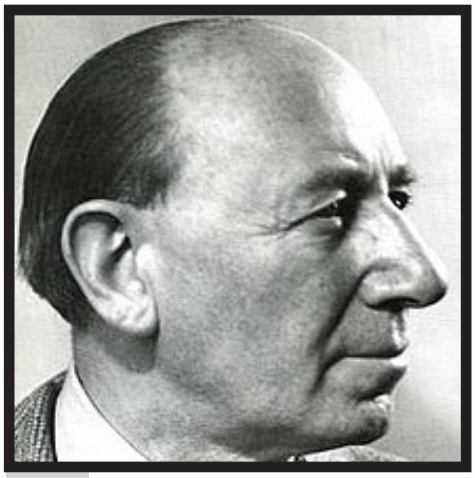

Lucian Bernhard

DESIGNER'S FULL NAME: Emil Kahn
DESIGNER'S PSEUDONYM/NICKNAME: Lucian Bernhard
GENDER: Male
YEAR BORN: 1883
COUNTRY IN WHICH DESIGNER BORN: Germany
YEAR DIED: 1972
COUNTRY IN WHICH DESIGNER DIED: United States

RACE | ETHNICITY | RELIGION | POLITICAL ALIGNMENT IF ANY OF THE ABOVE AFFECTED EITHER THE ARTIST'S LIFE EXPERIENCE OR WORK BECAUSE IT/THEY PROVIDED A CHALLENGE AT THE TIME, PLEASE EXPLAIN.

None of the above qualities of the designer provided a challenge for the time.

DID THIS DESIGNER DO NOTABLE WORK IN FIELDS OTHER THAN WHAT WOULD BE CONSIDERED GRAPHIC DESIGN TODAY? EXPLAIN.

Bernhard was a painter, professor, and interior designer along with beinga graphic designer.

"Lucian Bernhard worked mainly as a designer for the Deutsche Werkstätten Dresden-Hellerau. As artistic director there he designed furniture, wallpaper, carpets and lighting from 1910."(lucian-bernhard)

LIST AT LEAST ONE OTHER WORK THAT IS NOT NAMED IN THIS TIMELINE FOR WHICH THIS DESIGNER IS WELL KNOWN. IF WORK CO-CREATED, LIST THE OTHERS INVOLVED.

Manoli Cigarettes poster

Bosch Spark Plugs advertising poster

EXPLAIN IF THIS FAME IS ONLY WITHIN DESIGN CIRCLES OR ANY OTHER SUBSET OF THE POPULATION.

Design circles. Bernhard's designs are mostly known among just designers. Beyond them, he is not well known in the public eye.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

Unknown

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Bernhard is most noted for his bold advertising posters. Instead of using bright colors for his advertisements, he used less saturated colors and put minimal details into the posters

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

There is nothing notably controversial about this designer.

WHAT MATERIALS WERE MOST OFTEN USED BY THIS DESIGNER IN THE CREATION AND PRODUCTION OF WORK?

Watercolor, paint, and ink

EXPLAIN THIS DESIGNER'S EDUCATION/TRAINING, INCLUDING ACADEMIC, APPRENTICESHIPS, AND /OR MENTORSHIPS.

Academy of Fine Arts, Munich

DID THIS DESIGNER PROMOTE A SPECIFIC IDEOLOGY IN HIS/HER WORK? EXPLAIN.

This designer did not promote a specific ideology in work.

WHY IS THIS DESIGNER VIEWED AS ICONIC IN THE HISTORY OF GRAPHIC DESIGN?

"He played a paramount role in shaping the style of product advertizing posters. The product advertized was combined with the tradename or the company name in large letters and placed against a spacious background in a palette that was downplayed. The lettering used by companies such as Bosch, Kaffee Hag and Pelikan still derives from the models created by Lucian Bernhard." (artdirectory)

IS THERE ANY OTHER IMPORTANT INFORMATION TO KNOW ABOUT THIS DESIGNER?

Bernhard won a posthumous AIGA medal in 1997

Created the Plakatstil and Bernhard typefaces

YOUR NAME: Lourdes Hernandez

GIVE YOUR EDUCATED OPINION OF THIS DESIGNER AND HIS/HER WORK. ALSO EXPLAIN WHAT INFLUENCE, IF ANY, THIS WORK HAS HAD ON YOUR OWN. A LACK OF INFLUENCE MUST BE EXPLAINED.

Lucian Bernhard is a German Jewish designer that is known for his bold and flashy advertisement posters. He first worked in Germany in Berlin and then moved to the United States. He created many different posters for various companies such as Manoli Cigarettes, Borsch Spark Plug, Adler Typewriters, and many more. Not only did he create advertisement posters, he even created his own typeface. The Bernhard type family is a modern serif typeface that had a variation of thick and thin lines. Thick and thin lines are very common in modern typefaces. While he did a lot of work for advertisement, Bernhard also worked in textiles, packaging, interior and trademark.

Bernhard was a man that was influenced by art since he was young.

> "Bernhard's formative years (he was born in 1883) coincided with the explosion of Art Nouveau and Jugendstil. As a teenager, Bernhard visited Munich's Glaspalast, where he saw a major exhibition of European Art Nouveau applied arts, including the wildly colorful cabaret and theater posters of Jules Chéret, Toulouse-Lautrec, and Alfonse Mucha. Also on view were maquettes for the economical advertising posters done by the famed Beggarstaffs, James Pryde and William Nicolson, which exerted a strong influence on the young Lucian's own poster making. Bernhard later said that he recalled

> "walking drunk with color" through this exhibit. So inspired was he that when he returned to his parents' drab Wilhelmian-style home, he took the opportunity of their chance absence to repaint every last wall and stick of furniture with the modern colors he had just seen. Upon returning, his father was so outraged that he is said to have disowned his son, literally throwing him out of the house." (AIGA)

Bernhard does not have much of an influence on me since I had not seen his works until recently. His style is also something I would nor imitate. While I do believe that Bernhard had a major influence to advertising in the future works of other artists, I can't say that I am one of those. I will say that Bernhard has an interesting choice of colors when it comes to his advertisements. He uses a limited palette, but he doesn't use bright colors like one would normally think of when it comes to advertising. His layout is also something he does very well with just using a product and the company's name. No slogan, no model. Just the product and the company. This sort of advertising can be seen a lot in today's advertisements of just showing a product and label instead of making it a convoluted advertisement with slogans everywhere.

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