



Alexey Brodovitch

DESIGNER'S FULL NAME: Alexey Brodovitch

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Male

YEAR BORN: 1898

COUNTRY IN WHICH DESIGNER BORN: Russian

YEAR DIED: 1971

COUNTRY IN WHICH DESIGNER DIED: France

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.

Personal Photography. Brodovitch photographed some Russian ballet companies from 1933 to 1937. This series of photographs becomes something influential. It set the tone for the emergence of modern photography as a graphic art. (Denby)

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.

Artbook called BALLETT.

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

This fame is not only within design circles but also within photography circles. Because this book is all about photography and photography is also important for design circles.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

This work can exemplify aspects explained in the previous questions because this book comes from his personal photography on the Russian ballet companies and which plays an important role in the modern photography.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Alexey Brodovitch is most noted for his art direction, especially for the magazine, Harper's Bazaar. His style combined with elegant typography and the experimental trend of photography in this magazine became very popular. (The Editor)

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?

Ink, paint, camera and Paper.

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

His mother was an amateur painter, so this was its own apprenticeship of arts. He was enrolled at the Prince Tenisheff School during the Russo-Japanese War. (The Editors)

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

The set of photographs from the book called BALLET set the tone for the emergence of modern photography as a graphic art, and created a template for a specific style of photographic look which is still in evidence today.

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

Brodovitch was the first art director who used a new way to create magazine by integrating images and texts.

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

He played an important role in the introduction of the United States, a "modern" graphic design style that was forged in Europe in the 1920s, incorporating the pioneering movement of art and design. Through his teaching, he created a generation of designers sympathetic that resonated with the primacy of visual freshness and immediacy. (Grundberg)

YOUR NAME: Xusheng Wang

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.

Alexey Brodovitch is known in the art sphere as a talented graphic designer of twentieth century originated from Russia. He has been also recognized as photographer and art director. Alexey was raised in a wealthy family that provided him with proper educational background in one of St. Petersburg's most prestigious institutions, including the Imperial Art Academy. Besides, his mother was a painter, which could have become a factor that influenced the artist's connection with art. Among the main achievements of the artist was his career in Harper's Bazaar (Jenna Gabriel Gallagher), the leading fashion magazine that is still popular all round the world.

Some facts of Alexey's biography show that he had rebellious nature. For instance, being a teenager, the future painter abandoned his home and became a volunteer soldier of World War II. Moreover, he ran away several times even after the graduation. Alexey Brodovitch did not want to follow the common rules, which found its implementation in his graphic works that soon became outstanding examples of design. The artist emigrated from Russia to Paris, France that was the hug of all major artistic movements of that time. Dadaism, Constructivism, Surrealism and German Bauhaus had influenced the future style of the artist, who implied

the elements of each in the future works. He had different interests, which became an advantage for the artist whichever project he would take. For instance, Mr. Brodovitch worked on side projects for jewelry and textile companies, where he got knowledge about fashion world. In addition to it, gaining experience in designing art journals and proving his professionalism while directing the visual part of the layout of magazines made him recognizable in fashionable market.

The graphic designs created by Alexey Brodovitch could be considered fashionable even for modern journals and magazines. He created his own style with particular futuristic elements that have never been duplicated by him but were always recognizable. Nobody in the middle of 20th century did illustrations and designs that way. The new era of graphic design was established, and people received it with particular interest. Brodovitch had a profound theoretical background as well as experience gained during work for different projects. I think he managed to do his job easily, because this is the thing he was always dreaming about and the one he could perform the best way. The variety of artistic styles that took place in 20th century in France helped Alexey to develop his personal style and got inspiration for his numerous designs (The Editors of Famous). It is also believed that genes do influence human life. In this context his mother, who was a painter and the first educational art institution, the future artist did have this influence, subconsciously.

Brodovitch's work on Harper's Bazaar affects me deeply. His work lets me know the commercial art could also be beautiful and stylish and good design can become a source of inspiration for other people. Good design also wouldn't lose its relevance even after many years. His work also tells me that if I come up with some different and unique ideas, never give up or throw them. Those ideas maybe can become good design.

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