



NAME OF ARTIST HERE

DESIGNER'S FULL NAME: Adolphe Mouron Cassandre

DESIGNER'S PSEUDONYM/NICKNAME: A.M. Cassandre

GENDER: Male

YEAR BORN: 1901

COUNTRY IN WHICH DESIGNER BORN: Ukraine

YEAR DIED: 1968

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.

The time period and country that Cassandre was born in affected his professional and personal life.

During the prime of his career, World War II was happening so he had to put his life on hold to fight in the war for the French army.

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

Cassandre's fame was and is mainstream. He was responsible for creating four typefaces (Bifur, Acier Noir, Peignot, and Touraine) as well as an advertising agency called Alliance Graphique.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

His main avenue of fame came through his travel posters. Cassandre's posters showcased the luxurious and modern technology transportation had at the time. This caused him to get a multitude of clientele from across France.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

There is nothing controversial about Cassandre.

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

Cassandre earned an art education from the independent studio of Lucien Simon and l'Académie Julian, École des Beaux-Arts. In the later years of his career Cassandre ran his own school of design and taught at the École des Arts Decoratifs.

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

"The artist expresses himself, but the designer does not – his job is to communicate messages." Cassandre believed that the communication between the designer and viewer is one of the most important things because if no one looks at your work then it fails in what it was intended to do.

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

Cassandre is viewed as an icon in the history of graphic design because he was one of the first artists to bridge the realms of fine art and commercial art together. His minimalist and practical approach to design jump started a design movement.

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

Cassandre thought and executed the idea of the serial poster which is a group of posters that are to be seen in rapid succession to convey a complete idea.

YOUR NAME: Emma Hidy

GIVE YOUR EDUCATED OPINION OF THIS PERSON AND THE QUALITY/IMPORTANCE OF HIS/HER WORK. EXPLAIN WHAT INFLUENCE – OR LACK OF INFLUENCE – THIS WORK HAS HAD ON YOUR OWN.

My educated opinion of Stefan Sagmeister is that he is one of the most unique designers I have learned about in History of Graphic Design. His dedication and creativity has earned him many awards that are all well deserved. My favorite pieces of his are Set the Twilight Reeling, Milly, Story and of course, the famous AIGA poster of 1999. He is the co-founder of the famous design firm, Sagmeister and Walsh, which he created in partnership with Jessica Walsh. His designs redefined the status of graphic designers. His designs are very interesting, fascinating and antagonistic, some of them could be seen as provocative and sexual. I think that is why I enjoy his work so much because he pushes the boundaries in his art in a way that makes him truly stand out from the rest. He started his career at the age of 15 at “Alphorn”, an Austrian youth magazine where he discovered he like design more than writing. His creativity first sparked when he got the idea to have his fellow students lay on the playground and form the letter A and then took a photo from the school roof. Sagmeister had an off sense of humor and never considered whether or not his art was appropriate.

Sagmeister also teaches in the graduate department of the School of Visual Arts in New York City. His motto is “Having guts always works out for me.” Another quote of his that I admire is “Worrying solves nothing.” This quote is from his book Things I Have Learned in my Life So Far. It is a simple quote but very powerful at the same time. I have also learned from him that he stays happy with his career by taking breaks to find himself. He takes a year off about every seven years, where he takes no work from any clients. I admire Sageister specifically for his AIGA poster in 1999 where he took a knife and carved the poster into his own skin, permanently scarring himself. This poster may be slightly revealing for some people’s liking, but it can still be admired for the dedication and creativity.

Sagmeister is a postmodernist meaning that his work is chaotic, random, and complex. A pro about this about postmodernism is that design was changing from the norm and becoming much more expressive, while a con of postmodernism is that it creates chaos and “noise”. I like postmodernism because it questions everything you learned about art up until this point and turns it all around. Many people accept and embraced postmodernism to express of cultural change of art. Sagmeister’s work inspires me to become a better graphic designer. Though I don’t know what my exact style of art is, Sagmeister has inspired me to look more towards postmodernism. He has not specifically influenced my work yet, but I do admire his creativity and determination and hope that I can take what I have learned about his work and apply it to my own work eventually. I have heard of him before this class but this project has made me look more deeply into his work.

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