



A. M. Cassandre

DESIGNER'S FULL NAME: Adolphe Jean-Marie Mouron

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: Paris

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.

A. M. Cassandre did a few paintings, mostly portraits. He painted one of Pierre Reverdy, Mademoiselle Chanel, and even a portrait of himself. He was a set designer for Don Giovanni along with costume designer for the same play. He even joined the army during world war II.

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.

Most of Cassandre's work that is well known consists of his posters. Many are found in Meggs, but one that I found intriguing, is 'La Route Bleu'. He created this poster for a bus service that took a route from Paris to the Riviera. Since he did a lot of poster designs, his artwork was easily noticeable by much of the population.

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

Being a poster most of the population that used a bus service probably would notice this. With his eye catching illustrations I'm sure he found popularity within the community.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

Explain here and remove this explanation text.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Cassandre is known for his posters that he made for several companies, usually with the same art deco feel to them. They would have elongated letters with geometric rounded shapes as well as vertical decorative line detail. With the help of partners, he set up Alliance Graphique, his very own advertising agency.

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?

His work had to be produced more than once. Printing at a press was the majority of his materials

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

Cassandre studied at the Ecole Des Beaux-Arts, second Academie Julian.

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?

Cassandre was the founder of the Art Deco movement. Because of his unique style that started in the 1920's. With many influential designs that he created for posters. The typefaces Peignot and Bifur that he made are still used today.

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

No.

YOUR NAME: Cody Crittenden

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.

I love his work and think it even fits into some of today's styles even though it was created in the early to mid 20th century. For A. M. Cassandre being any sort of influencer on my work I would say yes and no. Yes, being that I love his style of Art Deco and I want to do more art pieces directly influenced by him.

The way he illustrated the images in his posters really remind me of American traditional tattoos. Using flat, muted colors with shading that has the consistency of a charcoal texture and the overall shape is controlled by a hard outline. This gives the image depth and mediate recognition at first glance. This describes both American Traditional and Art Deco.

I want do tattoos for people that truly enjoy the history of artistry and graphic design but preferably in American Traditional. The line work is clean and each individual item that is depicted can be separated out into its own piece of art. Amazes me that it can be eye catching, but at the same time not overwhelming like some examples of Art Nouveau. It is easily readable and understandable

for all audiences.

On the other hand I do not necessarily find him too inspirational or an influencer in my work because I never really have the opportunity to create subject matter like this. Which is why I have considered doing tattoos where I could implement these ideas into art on skin. Something That I enjoy seeing would be different movement styles merged into each other to create something that has not been seen. Art Deco can be described being influenced by modern technology, but has always been known to be influenced by cubism and even surrealism.

Cubism was basically the deconstruction of an image using rectangular or geometric motifs. This movement was started the great Pablo Picasso. With all the recognizable pieces that he created for different promotions like Dubonnet, he has to be the number one influencer for any artist during Art Deco.

At this time when Posters were absolutely booming, they were on every street corner. When Cassandre created new advertisement, his style was so unique compared to other designers that anyone in the city would know what was designed by him. Maybe it is just me and what I enjoy looking at that makes me say this, but for this era almost all his work correlates in style. Even his typefaces like Peignot and Bifur are part of Art Deco, with elongated letters and geometric shapes. Out of the three artist that I have done for this project A. M. Cassandre has done my favorite artwork. Don't get me wrong, I love architecture with the math and precision that is involved, but poster design will always be my favorite.

BIBLIOGRAPHY

“Biographical Note.” AM.CASSANDRE | CASSANDRE. Accessed April 04, 2018.

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<http://www.pullmangallery.com/item/47/128/2666/‘La-Route-Bleu--by-A.-M.-Cassandre,-1929>.

Meggs, Phillip B. and Alston W. Purvis. *Meggs' History of Graphic Design, 5th Edition*. Hoboken, NJ: John Wiley & Sons, 2012.

