



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: 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.

He was born in Ukraine but his family was forced to migrate to France due to the negative political climate. He had to relocate and attend school in France, completely new to the country.

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

He had a short career in stage design, but otherwise was only known for his graphic, poster, and typeface design.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Cassandre is most noted for his poster design style. He is considered to have bridged the gap between fine art and commercial art with his posters, making poster ads popular art form. He was inspired by elements of cubism and surrealism to create an iconic new style.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

N/A

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

He studied at the Académie Julian in Paris, France, and at the independent studio of designer Lucien Simon.

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

He studied at the Académie Julian in Paris, France, and at the independent studio of designer Lucien Simon.

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

His posters made ad design a notable and respectable art form. He also designed multiple

typefaces, and taught design at the School of Decorative Arts in Paris.

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

No.

YOUR NAME: Joy Pelton

STATE 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.

Adolphe Jean-Marie Mouran is an acclaimed French painter who would later take on the artist name of A.M. Cassandre, for which he is famously known. He is known for his work as a poster artist during the Art Deco period. Art Deco style emerged in France right before World War 1, and included influence of many earlier styles, but were merged to create a new “modern” aesthetic that included flat colors, clean lines, and less organic shapes than preceding styles. Cassandre became famous in this era for his advertisements.

Cassandre was trained classically as a painter, but was later inspired by the first movements in “modern” design: Bauhaus, avant garde, and cubism. These movements were characterized by ideas of the “machine age”- functionality, sleekness, simplicity, and little decoration. He integrated these styles into his passion for communication, which also included prominent use of typography. His posters were modern and industrialist, with an emphasis on illustration over copy. His designs were streamlined and dynamic, including large, sleek shapes and bold type.

He also was talented in typography. His most famous logo, designed in 1963, is the stacked YSL (Yves Saint Laurent) logo. This logo is still used by the famous fashion brand today, and would be recognized by almost anyone you showed it to. Cassandre believed that graphic design was meant to solve three problems that he called the Optical Problem, the Graphic Problem, and the Poetic Problem. He stated, “Designs are meant to be seen and understood quickly, you can never be too seductive, and the image and text must produce a mental association or trigger an emotion, holding the viewer in its grip.” He believed in the importance of the art of visual communication.

Cassandre’s style of posters with large, sleek graphics and bold, sans-serif text are still popular among art gurus and collectors, as he is seen as one of the foremost designers of the Art Deco era. I am not a big fan of Art Deco, but I do enjoy Cassandre’s work. His designs are some of my favorite from the period. Cassandre is undoubtedly one of the most famous and influential graphic designers of the modern age. He brought Bauhaus, cubist, industrialist, avant garde, and minimalist influences together into Art Deco advertisement in an elegant and efficient way that is still taught today. He had a large hand in popularizing sans-serif fonts, and in influencing the design of modern typefaces. He designed and popularized many typefaces that I feel most people would say look very 1920s because that was what became the most popular in this time period. While his style may not be my favorite, I do believe that it is categorically good, and deserves the popularity and acclaim it has received.

BIBLIOGRAPHY

Brown, Robert K. The Poster Art of A.M. Cassandre. New York, NY, 1979.

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