



# ART CHANTRY

**DESIGNER'S FULL NAME:** Arthur Samuel Wilbur Chantry II

**DESIGNER'S PSEUDONYM/NICKNAME:** Art Chantry

**GENDER:** Male

**YEAR BORN:** 1954

**COUNTRY IN WHICH DESIGNER BORN:** United States

**YEAR DIED:** ---

**COUNTRY IN WHICH DESIGNER DIED:** ---

## RACE | ETHNICITY | RELIGION | POLITICAL ALIGNMENT

Caucasian, N/A, N/A, N/A

## 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.

Art Chantry may have grown up in the 50s and 60s, but he found his voice in the 80s grunge scene. Growing up in Seattle put him very close to the music scene, and it stayed with him throughout the years.

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

He published a series of essays called *Art Chantry Speaks*. The compilation is Chantry's opinions on the history of graphic design.

## FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Art Chantry is most noted for his distinctly-styled concert posters and album covers.

## IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

He does not pull punches. He refers to himself as a "cultural propagandist of the lowest order" and "a mindfucker for hire."

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

Chantry went to three colleges in a row. He eventually got his degree in painting from current-day Western Washington University in 1978.

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

Chantry promotes a sense of rebellion in his works.

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

Art Chantry brought distressed type into popularity, and his successful music designs helped bring postmodernism into the public eye.

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

He sees a distinction between art and design and believes they are not the same.

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**YOUR NAME:** Amanda Davis

**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.**

Arthur Samuel Wilbur Chantry II (Art Chantry) was a graphic artist who gained popularity during the 80s. His work was heavily influenced by the Seattle music scene. He is credited for incorporating traditional “flaws” into his work, such as printer errors and distressed writing. His work heavily revolves around collage, but it is not just thrown together. Chantry viewed graphic design as putting a specific moment in time and place down on paper, and his work reflects that. While not all of his work is collage, it maintains the aesthetic of the medium. The chosen fonts, images, colors, and placement represent the ideology of an age that was sick of tradition. Chantry’s work was bold and stood against the crowd, which is what garnered him such attention. As with any work that gives voice to emerging generations, it is important.

Chantry is also known to make art for the sake of making it, to feel the materials in his hands and create simply because he can. He is said to give his entire self into his work, and the quality of it reflects that. As previously stated, his hand is evident in every work. This gives the art a more personal feel. It is not exact, and it is not meant to be. This adds to the quality of the work, rather than detracts. It shows that Art Chantry himself made this. Even reprints of his works include these original design elements, as they have become almost synonymous with his own name. Chantry has stuck to physical creations of art, even in this digital age. Another testament to the quality of his work is the sheer number of posters and album covers he was hired to do. It is obvious Chantry struck a chord with the times. When he felt that Seattle was no longer the shining muse he had mentally crafted it to be, he moved, eventually being called to Tacoma. This only goes to show that he truly believes in graphic design that is a true representation of the life and times of when it was made. He follows his artist nose — for lack of a better term — to where the next biggest and brightest inspiration is. Such dedication to ideas can only come from quality work.

It would be incorrect of me to say that Chantry’s work had no influence on my own. AIGA credits him with popularizing the distressed typefaces, which I know I have used before. The purposeful errors I have also used before, though that could just as easily be attributed to the Arts and Crafts Movement as it could Art Chantry. I believe Chantry’s influence to be minimal. However, his collage-esque style is captivating in its own right, and his use of color jives with me. Chantry seems like an influential artist that deserves more study, though I don’t necessarily agree with his own personal philosophies on graphic design (i.e. that it is not art).

In conclusion, Art Chantry’s graphic design was both influential and forward-thinking, surviving

the rigorous tests of time to still be considered worthy of praise today.

## **BIBLIOGRAPHY**

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