



Jules Chéret

DESIGNER'S FULL NAME: Jules Chéret

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Male

YEAR BORN: 1836

COUNTRY IN WHICH DESIGNER BORN: France

YEAR DIED: 1933

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.

Because he was so progressive towards the image of women and style, he was loved by many people and the French government. He was also given an award by the government near the end of his life.

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

No. His lithograph works were all well-designed posters. Most, if not all of them, most of them were commissioned. However, after the year 1900, he began to dedicate his time to paintings and pastel works instead of taking commissions.

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.

Jules Chéret is most often known for his Chérettes, Rococo-inspired paintings of women. He produced hundreds of posters of women in alluring, cheerful poses, which was contrasting to other works that usually portrayed such whimsical figures as prostitutes or puritans. One such piece is the Folies-Bergère, La Loïe Fuller, 1893. He was famous in France for such positive views of women, and it pushed the country a little closer towards a better view of women and their sexuality.

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

Jules Chéret was loved by many people, especially in his home country of France. So much so, he was awarded the Légion d'honneur in 1890 by the French government.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

Not in great detail. His lithographic posters were surprising to everyone, because no-one thought lithography could be used to create such wonderful designs.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Chéret is most well known for his color lithography and hand-drawn typography. He took lithography, which seemed dull and uninviting to use for ad design, and changed the world of advertising with his cheerful Chérettes and other works.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

I don't believe so. He was awarded the Légion d'honneur in 1890, and the only controversial fact I was able to find involved his participation of women's liberation thanks to his posters.

WHAT MATERIALS WERE MOST OFTEN USED BY THIS DESIGNER IN THE CREATION AND PRODUCTION OF WORK?

Lithographic limestone, paper, oil, water, and ink.

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

Chéret left school at thirteen to become an apprentice to a lithographer. He stayed there for three years before enrolling into the École Nationale de Dessin to study art. He then studied photography in London before returning to France.

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

Chéret seemed to create works in a very Art Nouveau style, and several artists such as Henri de Toulouse-Lautrec and Georges de Feure were influenced by him. Chéret himself was influenced by Rococo, but his style had a modern twist to it. He saw the world very colorful and elegant, as he did his women, and it was a soft flow right into Art Nouveau.

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

For his beautiful color lithographic works that were well incorporated with his typography for poster designs. He was also part of the Art Nouveau movement, which we view as the true first beginnings of modernism.

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

No.

YOUR NAME: Brittney Clayton

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.

As a designer, I feel that Chéret's works of art are incredibly beautiful in technique and aesthetic. I love to look at them because of their soft features and soft colors. Chéret's style was top-tier in his time, because no-one really thought that lithography would make such bold statements, especially in color to advertise. His hand-drawn typography is mesmerizing, and his influence over artists and advertising design are important.

He made advertising designs with lithography, and he did it well. I also think that his choice of subject matter, whom were typically women, was a bold and successful move. They brought about a surprised response in regards to the illustrations of the women,

their appearance in such a way not being done before. I enjoy his lithographic posters. The Rococo style is one of my more favorite earlier art styles. The extreme romanticism and soft colors were always enjoyable to look at, even though most of the works involved some sort of love scandal. But when I took printmaking, lithography was one of my favorite projects because I could simply draw onto the plate. His posters are actually closer in style to my own as far as body proportions go, and his coloring style is something I have wanted to try myself. Before becoming an art major, I never paid much attention to other artists. I did not think it was important. But the art nouveau movement is one of my favorite movements, and a large quantity of my work that is not character concept contains some art nouveau elements.

Jules Chéret's designs are beautiful, and I enjoy his Chérettes works of art. Women in cheerful, whimsical views such as his encourage me to try the same style, though I often draw the male figures opposed to the female. Females and art nouveau traits tend to shine more in my ceramics than my drawings, though my artistic style is similar to some of the figures in his posters. However, I would not necessarily say that Jules Chéret himself had any influence on my work, as I have not really looked up his work on my own time. It's not a matter of how his work influenced me, but about how his influence on others and the art nouveau movement in general have had effects on parts of my life. Such as, for example, Japanese anime, architecture and furniture design. Honestly speaking, however, anime is the largest influence on my art. And while Art Nouveau is not a direct influence to anime itself, Art Nouveau is influenced by Ukiyo-e. Ukiyo-e is one of the many influences to Japanese manga, which in turn helped to influence Japanese anime. It's something I grew up with and watched frequently. When I became an artist, I based my style heavily off of what would be considered anime. Studio Ghibli, a Japanese animation studio, also had a large impact on my artistic style. And I feel they are very art nouveau in personality and style. Soft, flat colors and intricate, whimsical designs are a common theme in many Studio Ghibli films. So much so, there are Art Nouveau styled artworks involving many of the characters from their stories.

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