



## EUGENE GRASSET

DESIGNER'S FULL NAME: Eugene Samuel Grasset

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Male

YEAR BORN: 1845

COUNTRY IN WHICH DESIGNER BORN: Switzerland

YEAR DIED: 1917

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.

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.

Grasset was skilled in multiple things including painting, sculpture, cabinetmaking, interior design, jewelry, furniture and fabric design, ceramics, and stained glass. Everything except architecture basically.

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.

Grasset is also well known for his decorative panel Meditation which he designed and illustrated himself.

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

His fame for this is mainly in design circles but also is well known by painters and sculptors.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

This work shows his skills in painting.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

He is a pioneer in Art Nouveau design. He played an important role in the transition of Victorian graphics to the Art Nouveau style.

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?

Ink, paper, glass, paint, jewelry, ivory, gold, silver, minerals, and stones.

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

He studied drawing under Francois-Louis David Bocion and in 1861 went to Zurich to study architecture. After completing his education, he visited Egypt, an experience that would later be reflected in many of his poster designs.

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

Grasset promoted the idea of an uncontrollable world and that it was mirrored in Art Nouveau's interest in psychology, the supernatural and symbolism.

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

Grasset is viewed as iconic in the history of graphic design because he was a big part of Art Nouveau, which was the initial phase of the modern movement.

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

Grasset was the first illustrator/designer to rival Cheret, who was seen as the "father of the modern poster" at the time. Then Grasset adopted his way of using one central image in his own posters. Grasset created the "Grasset" typeface, an italic design in 1898 for use on some of his posters. It was introduced at the Universal Exhibition of 1900 in Paris.

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YOUR NAME: Lexie Lane

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.

My educated opinion on Eugene Grasset is that he was skilled in several different forms of decorative art, and was a huge pioneer of the Art Nouveau movement, therefore a major icon in the history of graphic design. He was part of a time in France when poster design was very popular. His father was a cabinetmaker and a sculptor so he grew up with art, which influenced him later in his life. He was a great painter, sculptor, and designer. His work is known for ornamental elements, flowers, trees, and swirling and curvy lines. Joan of Arc is one of my favorites of his. I really like the style of his work even though he gets a lot of his influence from Japanese paintings. The style of Art Nouveau was original and fresh at the time. The colors and figures of women in his work stand out to me the most because they represent something symbolical. His use of swirling lines and nature combined in his posters is something I would like to implicate into my own designs, because I really enjoy the aesthetic of his work and the Art Nouveau style in general. Grasset made his way into Art Nouveau as he began producing commercial artwork around 1877 when printing techniques began allowing for mass production and distribution, this is also where the money was. This is also when he made his own typeface. Grasset was also a teacher for 13 years at the Ecole Guerin. He mentored and influenced many famous artists some being Paul Berthon, Mathurin Meheut, and Paul Follet. Grasset was originally majoring in architecture, when he decided he wanted to be a painter and poster designer.

Grasset's work inspires me to be a better artist and to try my hand at new things in art rather than just graphic design because you never know what skills you have until you try something new. He was skilled in so many different areas of art. It is hard to believe that America only knew him for his poster designs and illustrations. He made belt buckles, combs, brooches, and all kinds of beautiful jewelry. It would be easy to say that Grasset was "The Father of Art Nouveau." Most of his posters were of nature and women, but he also did some not so pretty posters of the "modern" social problems of his time, like A Drug Addict Injecting Herself. I like this poster of his because it's real, but it's still Art Nouveau. I like that Grasset promoted the idea of an uncontrollable world through symbolism, because in this particular work it really shows and I love that. At the time drugs were not a subject to be used in art, and the fact that Grasset portrays it in such a harsh way, makes it that much more powerful.

Art Nouveau was the initial phase of the modern movement, so I appreciate and admire the work Grasset did, it's really amazing, because without it we would not have modernism or post modernism.

## BIBLIOGRAPHY

Meggs, Phillip B. and Alston W. Purvis. *Meggs' History of Graphic Design, 5th Edition*. Hoboken, NJ: John Wiley & Sons, 2012.  
"Eugene Grasset." History of Graphic Design. Accessed April 04, 2018. <http://www.historygraphicdesign.com/industrial-revolution/art-nouveau/120-euge-ne-grasset>.