



Henri De Toulouse-Latrec

DESIGNER'S FULL NAME: Henri Marie Raymond de Toulouse-Lautrec-Monfa

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Male

YEAR BORN: 1864

COUNTRY IN WHICH DESIGNER BORN: France

YEAR DIED: 1901

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.

Lautrec was born into a rich, aristocratic family. This allowed Lautrec to grow up in an atmosphere of privilege in regards to connections and money.

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

Lautrec was a famous painter.

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.

Lautrec is very famous for a poster he created that advertised the dancer, Jane Avril.

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

The recognition of this piece goes beyond design circles as it changed how women were depicted in art.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

This poster exemplifies everything that Lautrec is famous for. It exhibits his unique portrayal of women. They are elegant yet off putting with specific lines that create dynamic composition.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Lautrec is most noted for his depiction of women in his works. He portrayed them in such an authentic way that elicited strong reactions from people who viewed his work. His style of providing illustrative imagery in an advertisement rose above the rest.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

His depiction of women in his work was super controversial. Lautrec showed women who were not the "ideal" body type and he showed female sex workers. These were very shocking for the time and caused a lot of outrage from the general public.

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

Lautrec used paint, ink, and paper for the vast majority of his work.

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

Lautrec used Paris as a means to teach himself how to draw and paint. He also had series of unnamed private tutors to refine his skills. He then moved on to his first professional painter mentor, René Princeteau, who was a friend of his family. After that, Lautrec joined the studio of Fernand Cormon, where his style was developed.

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

It is my educated opinion that Lautrec wanted to capture tone and rhythm in his works. He was wanting to create art that was not confined to the standards of the time period by not focusing on the realism of a piece, but instead trying to capture the essence of his subjects and how they are seen by the world.

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

Henri de Toulouse-Lautrec is viewed as iconic due to the fact that he helped elevate advertising into the realm of fine art. This opened gateways for a multitude of talented designers that came after him.

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

Lautrec's family was known for inbreeding so it led to Lautrec's physical disabilities. These deformities drew him to the world of art because it allowed him to portray other outliers of society.

YOUR NAME: Ryan Raines

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.

Henri de Toulouse-Lautrec is influential in so many ways. His story and pieces of art have inspired me ever since I was introduced to him in high school many years ago.

His personal life story is what inspires me most as a designer (believe it or not). He seemed to be able to be considered an outsider from society due to his deformities while living a lavish life thanks to his rich, aristocratic family roots. Lautrec's family was known for inbreeding so it led to Lautrec's physical disabilities and it drew him to the world of art because it allowed him to capture what was deemed unworthy by society at the time. His art also allowed him to portray other outliers of society. He then used the beautiful environment around him to facilitate such love into something truly unique for the art world. He used Paris to teach himself how to capture the essence of a subject and he did not want to confine himself to the art standards of the time. His resourcefulness and perseverance is something I try to emulate everyday in and out of my work as a designer.

His work is truly something to behold and is most definitely something that I strive for. Lautrec really took advantage of the time and place he was living in as his career corresponded with two major developments in late nineteenth-century Paris which would

be the birth of modern printmaking and the explosion of nightlife culture. Printmaking was how Lautrec created most of his, now famous, prints of stage women through lithography. Nightlife culture was really significant to his success. He would paint, print, and draw these very famous performers to advertise all across Paris. His paintings of these dancers and women of the night were glamorous, but they all had an air of melancholy to them. They were very personal and humanized to reveal the darkness and humor beneath all of the pomp and circumstance. His attention to mood and atmosphere really captured the citizens of Paris' attention (for better or for worse) which led to Lautrec's wildly popular status as an artist. There was a lot of nuance that was brought to every single piece of art that Lautrec did. His abilities to do so should be something all artists look to and they should think of those elements when creating to be able to capture people's attention and elicit strong reactions.

Lautrec is responsible for taking the realm of advertising and elevating it to the status of a fine art. That is huge and graphic design would not be the entity it is today if it was not for those contributions from Lautrec. There are just so many spaces in graphic design that would not exist without his contributions. There probably would not be identity design and most certainly not advertising design as Lautrec is often referred to as the father of advertising design. It has been stated that there would be no Warhol without Lautrec. His innovation and ambition are things I keep in my mind for whenever I approach any designing task.

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