



## NAME OF ARTIST HERE

DESIGNER'S FULL NAME: Henri de Toulouse-Lautrec

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.

The short time in which Toulouse-Lautrec lived provided quite a challenge for him. Being born in France and applying to one of the only art schools in Paris left him in limbo for a number of years. When he was alive, impressionist paintings were very popular already, so he had competition from every angle.

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

Henri de Toulouse-Lautrec created hundreds of paintings during the Impressionist movement. He mostly used oil paint and canvas, especially later in his life.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Although Toulouse-Lautrec created far more paintings, he is most famous for his lithographs. From his poster for Reine de joie to La Goulue au Moulin Rouge, Toulouse-Lautrec has been able to recreate life using only a few colors at a time. His organic lines and sense of movement sell his concepts.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

There does not appear to be anything extremely controversial about Toulouse-Lautrec except that perhaps he clung to people very easily. Like other impressionists, he wanted to capture an instant and Toulouse-Lautrec believed there was an instance to capture in just about every single person.

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

Toulouse-Lautrec was strongly influenced by Delacroix, Daumier, Manet, and Degas as is evident in his impressionist paintings. His first attempt to enroll at the university in Paris was not accepted, but he did get his degree eventually.

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

Toulouse-Lautrec promoted the idea of life in his work. All of his works seem to involve people dancing, talking, and most importantly – living. He seemed to almost obsess over getting the perfect moment captured on a sheet of paper.

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

Toulouse-Lautrec's work has been described as a "free style with a succinct nicety." While his paintings are much more impressionistic, his posters have a sense of liveliness and movement not achieved by very many at the time. This, coupled with his sense of typography and composition made him very influential in the years to come. He is described to have been the inventor of the modern poster.

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

Toulouse-Lautrec was crippled from the age of 13. He broke both of his femur bones which caused his legs to never grow to full size. It is thought that his art style may have been influenced by this because of his isolation, alcoholism, and self-esteem issues.

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YOUR NAME: Sabrina Sturtevant

## GIVE 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.

Henri de Toulouse-Lautrec grew up in France as an impressionist painter. His work is beautiful, capturing some of the most intense moments in people's lives in an instance, as many impressionist painters sought to do. Many of his paintings are of female escorts (which he claimed to have no relations with), or they capture the dance of several performers, such as his Moulin Rouge poster.

I do not find his work as an impressionist painter particularly important, as many artists participated in this movement. His work is some of the best, yet it looks just like others. His influences Delacroix, Daumier, Manet, and Degas, all look like they could have been created by the same artist in different lifetimes. His work as an impressionist painter did, however, give his work in graphic design life. Rather than having stale figures, his work had movement and it almost appeared to be animated.

Toulouse-Lautrec created figures with energy, movement, and emotion using only simple lines, and blocks of color. His work has been described as "free style with a succinct nicety." He took this accuracy of his line and coupled it with colors that clearly expressed his point - whether that be an emotion, a show, a crowd, or a single woman.

Graphic design in the late 1800's was not as easily done as it is today. Generally, printed items had to be done one color at a time, and was fairly expensive compared to today's cost. Toulouse-Lautrec worked in lithography for his posters. Despite this, he was able to create figures with volume and movement for posters and advertisements all across France. His time spent as an impressionist painter, capturing moments instantly, aided his more relevant work.

Toulouse-Lautrec has been described as the inventor of the modern poster. Looking at his work, it is pretty easy to see why. His use of sans-serif typeface in many of his posters, the way he aligns typography and illustrations, and his compositions flow link him to many poster designs today.

His Carnot Malade poster displays Modernist design extremely well. This lithograph from the 1890's created for a cover monologue

for d'Eugene Lemerrier has great hierarchy of elements and appropriately spaced typography. The title, CARNOT MALADE!, actually pushes back into space while all the characters remain lined up. The title appears as though it is coming closer to you, despite the fact that it was made on a flat surface without a computer. Again, the typeface is sans-serif, but the poster itself is covered with typography and illustration. In modern design, white space is considered as one of the most important elements. It is obvious that Toulouse-Lautrec was ahead of his time considering the advertisements of the 1970's and 1980's.

Toulouse-Lautrec's work has been influential on me because of his knowledge of form, color, line, space, and simplicity. His minimalist forms paved the road for other designers to simply clean up edges and modernize the subject matter and font style. His posters are exactly what I try to create in Illustrator, yet my intentions are never as clear as his.

## BIBLIOGRAPHY

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