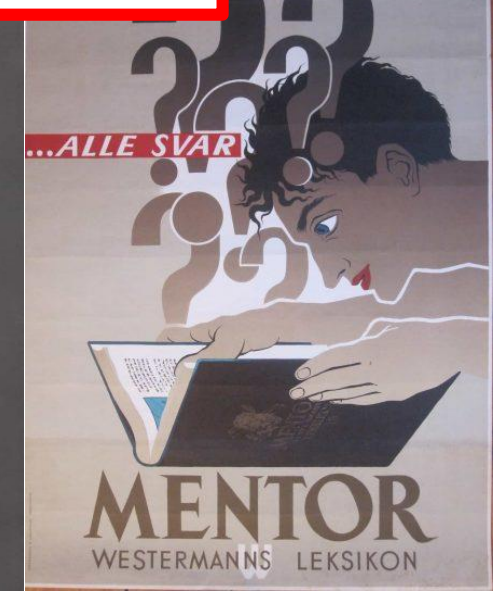
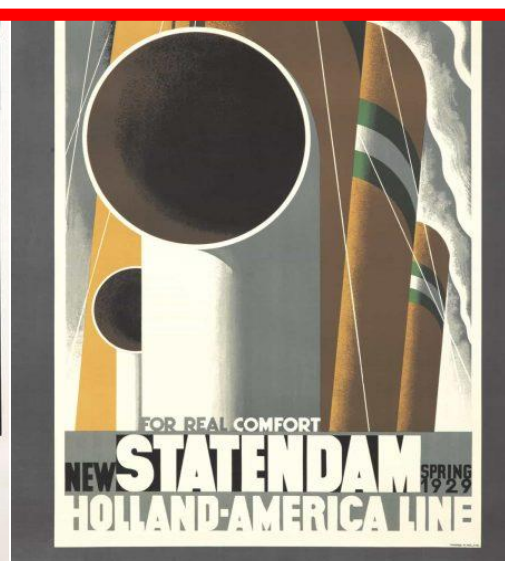


A. M. CASSANDRE





Overview

- Ukranian designer (1901-1968) died aged 67
- Famous for his typography, advertisements and posters of the Art Deco era.
- Cassandre's posters celebrate the new modes of luxury transport that characterise the prosperous lifestyle of his day. He used stencils and an airbrush to create his stylized images of speeding trains such as “Étoile du Nord” and “Nord Express” which drew upon the art of [Cubism](#) and [Futurism](#)
- Cassandre's style is typically Art Deco and his posters have become iconic images of that period (mid 1920's to mid 1930's). The name, Art Deco, was coined retrospectively in the 1960's as an abbreviation for the 'Exposition des Arts Décoratifs et Industriels Modernes', a 1925 design exhibition in Paris that celebrated modern living.
- Cassandre's designs greatly influenced advertising art in the first half of the 20th century. He believed that “Designing a poster means solving a technical and commercial problem....in a language that can be understood by the common man.” In 1926, Cassandre co-founded the advertising agency Alliance Graphique. His agency created many of the classic designs of the 20th century and evoked a particularly French style.
- https://www.artyfactory.com/graphic_design/graphic_designers/cassandre.htm
- <https://retrographik.com/a-m-cassandre-art-deco-poster-artist/>



Poster Design

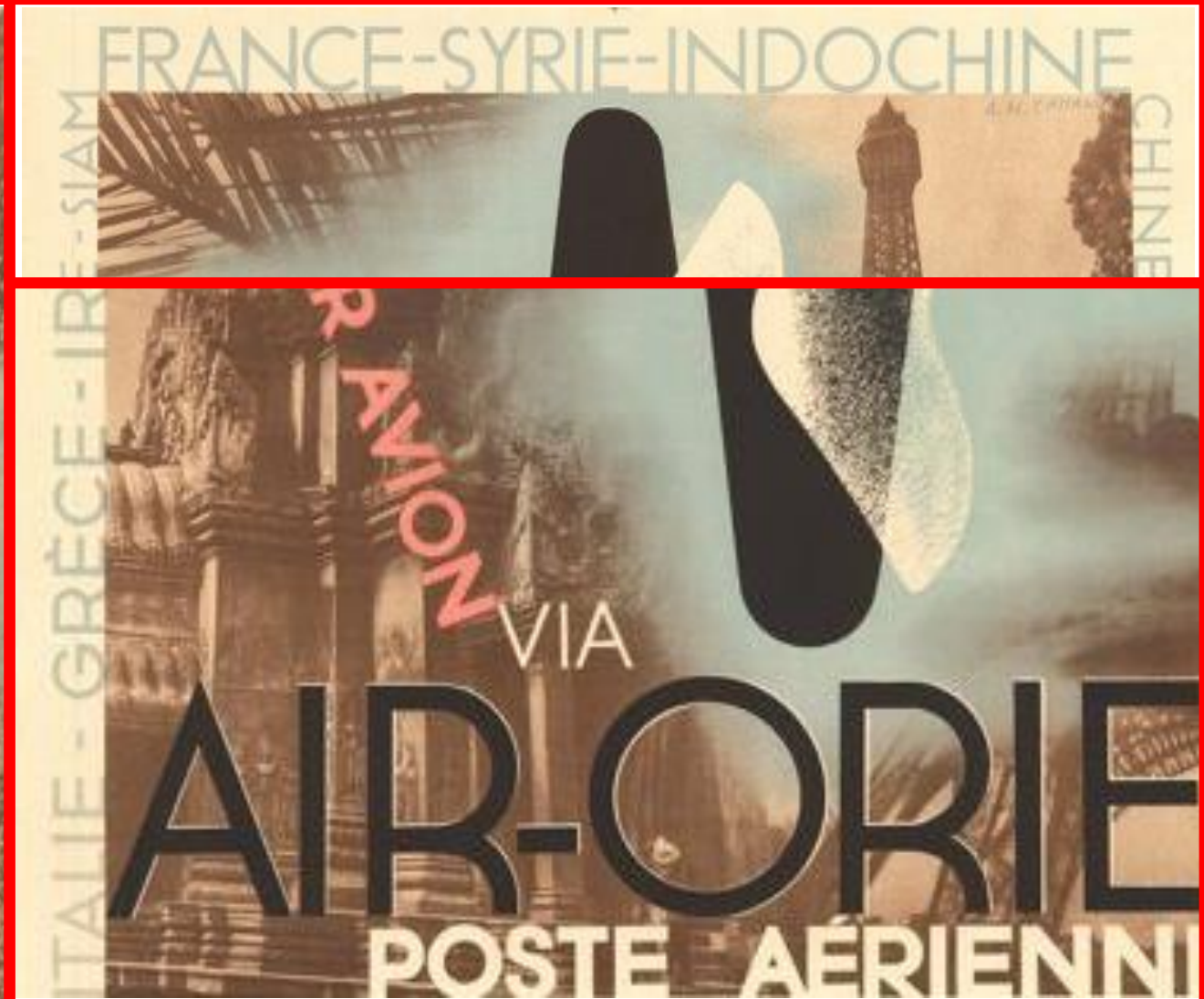
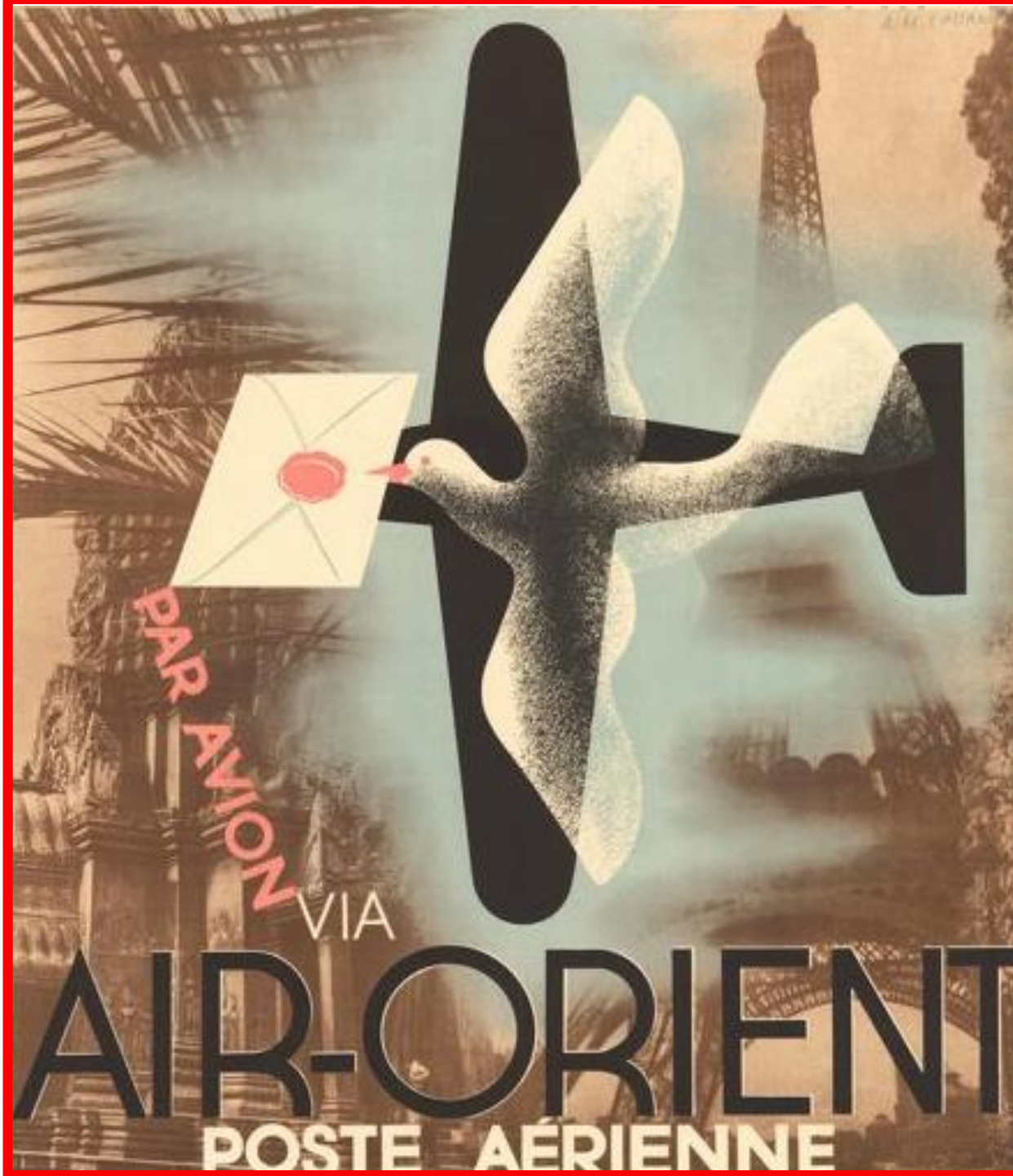
Air-Orient
Poste Aérienne
(Air mail poster)

1932

Colour Lithograph
Gouache and photomontage

80.6 cm x 60 cm





UNE LETTRE EST TOUJOURS PRESSÉE



© 1944 AIR-Orient

FUNCTION- what was it designed for?



- The function of this poster was to advertise Air Orient which was a French based airline and specifically, Air Orient's postal service.
- In the background of the poster we can see a photomontage of famous French architecture and Cassandre has used a red, white and blue colour scheme which both support the idea that this a French based airline.
- The lettering for Air-Orient is in large, black font and underneath in a lighter, bold font it states post by air with the slogan 'a letter is always urgent'.

FITNESS FOR PURPOSE- Does it do its job well?



- This is an incredibly clever and considered piece of graphic design combining numerous layers of imagery and typography that fully promote the air-line and its postal service.
- The cream border created around the imagery contains light blue lettering that tells us the countries the airline travels/delivers to.
- The large, simplified, block black plane graphic creates a bold focal point that creates a good background for the delicate and translucent dove carrying a letter.
- Additionally, the thin borders on the top and sides of the image with the deeper border at the bottom is reminiscent of a postcard.

MATERIALS/TECHNIQUES- How was it made?



- Cassandre used a print making process called Lithography which involved drawing a reverse image onto stone or a metal plate, using a crayon or other waxy substance. Black ink would then be rolled over the stone / metal plate, which was then pressed onto paper to print the image. The colour was then added by painting on water colours, or by using other printing stones to apply coloured inks to selected parts of the image. This was less time consuming than etching or hand drawing.
- In this case, the photomontage has been etched on to the plate rather than drawing the image in wax. The plane and dove appear to have been created with stencils and colour applied with gouache paint. This provides opaque colour on top of the dark print.

TARGET MARKET- Who was it aimed at?



- The target market for this poster would be people who wish to send letters to friends and relatives abroad.
- This was a more costly delivery service than delivery by land but it would be a quicker form of delivery. The smudged streaks of pastel blue suggest speed. Postal stamps were also expensive.
- The introduction of airmail took place in 1911, however came to an abrupt halt when WW1 started. It wasn't until the 1920s, when airmail was privatized, that it really 'took off' (pardon the pun!)
- The target market would be for people who could afford the extra cost of sending mail by this modern, luxurious form of delivery. It would also be for customers who are concerned about the safe transit of their post.
- <https://disciplesofflight.com/brief-history-of-airmail/>
- <https://www.britannica.com/topic/airmail>

STYLE- What movement is it part of?



- Art Deco, as defined, is an elegant style of decorative art, design and architecture which began as a Modernist reaction against the Art Nouveau style. It is characterized by the use of angular, symmetrical geometric forms.
- Although Art Deco may use natural imagery, like Nouveau, it tends to be more slick and streamline with clean crisp edges unlike the heavily decorative and embellished style of Nouveau.
- Cassandre also designed some famous sans serif fonts. This lettering is common in Art Deco Graphics as it is crisp, modern and streamline. This is the opposite to Art Nouveau graphics that often applied more decorative (serif) fonts.
- <https://www.cassandre-france.com/typography>
- <https://www.youtube.com/watch?v=vndL5tTTReE>
- <https://www.youtube.com/watch?v=Z5689WBY13A>
- <https://www.youtube.com/watch?v=wYIYAITw9X8>

VISUAL IMPACT- Does it have the 'WOW' factor?



- This poster has strong visual impact. It is a very busy poster with numerous layers of information that would make you want to stop and look at it in greater detail. The photomontage of famous French architecture creates an interesting patterned background.
- However, if you only had time to take a quick glance you would quickly and easily understand the advertisement. The simplistic, bold image of the plane is instantly recognisable and the dove carrying a precious letter quickly conveys the idea of airmail.
- Additionally, Air Orient and the slogan are in bold black font that quickly conveys the company's service.
- Limited use of red on the beak, wax seal and 'par avion' highlights that the post is delivered by plane with care.