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Always New

The Posters of Jules Chéret

Nikki Otten

Ruth E. Iskin

Virginie Vignon

ISBN	9781938885167
Publisher	Marquand Books
Binding	Hardback
Territory	World
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Pages	240 Pages
Price	£35.00

- Features works from the largest collection of Jules Chéret art in the US
- Over 100 posters illustrated in full colour

Always New: The Posters of Jules Chéret highlights the role that French artist Jules Chéret (1836–1932) played in transforming the illustrated poster into a form of ephemeral art that embraced the public's interest in novelty and rapid change during the 19th century. Recognised as the father of the poster, Chéret was one of the first artists to bring colourful, large-scale advertisements to the streets of Paris. People strolling down the boulevards were captivated not only by Chéret's vibrant images, but also by how frequently new designs appeared. Chéret's printmaking innovations allowed him to produce astonishing numbers of posters rapidly and inexpensively enough to publicise the latest pleasures the city had to offer. Drawing from the largest collection of Chéret posters in the United States, the book features over 100 works that span the artist's career and includes both his most celebrated and lesser-known images. ***Always New*** brings Chéret into focus as a master of his medium, an artist who celebrated the ephemeral nature of posters and shaped the way they were created and experienced.

Nikki Otten is associate curator of prints and drawings at the Milwaukee Art Museum. **Ruth Iskin** is an art historian and author of the acclaimed *The Poster: Art, Advertising, Design, and Collecting, 1860s–1900s*. **Virginie Vignon** is an arts and heritage project manager who has worked with institutions including the Musée des Arts Décoratifs and Le Signe National Center of Graphic Design.













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