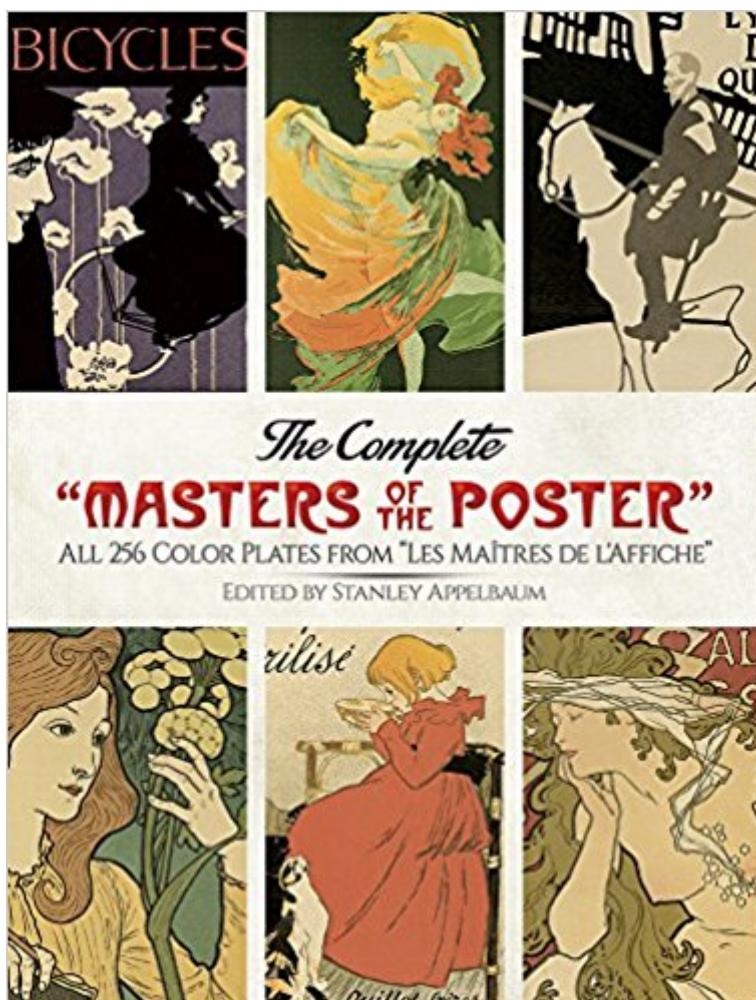


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# The Complete "Masters Of The Poster": All 256 Color Plates From "Les MaÃ®tres De L'Affiche" (Dover Fine Art, History Of Art)



## Synopsis

Les Maîtres de l'Affiche (The Masters of the Poster) is one of the most prestigious and influential art publications in history. Its 256 color plates have preserved for each succeeding generation a wide-ranging selection of outstanding posters from the turn of the century, when the popular art form had reached its first peak. This Dover edition is the first complete republication of the legendary Maîtres set to devote a full large page to each plate. Les Maîtres de l'Affiche was issued as separate numbered sheets measuring 11 1/4 x 15 1/2 inches. Every month for 60 months, from December 1895 through November 1900, subscribers received a wrapper containing four consecutively numbered poster reproductions. On 16 occasions, the monthly wrapper also contained a bonus plate, not a poster reproduction but a specially created art lithograph. Jules Chéret, father of the modern poster, emerged with the lion's share of the plates, 60 of the 240 numbered poster reproductions and 7 of the 16 unnumbered bonus plates. Of the 97 artists represented in Les Maîtres de l'Affiche, some were preeminent painters and printmakers at various stages of their careers: Toulouse-Lautrec, Denis, Bonnard, Vallotton, Puvis de Chavannes. Others were famous illustrators and cartoonists of the period, still well known to art collectors and bibliophiles: Forain, Caran d'Ache, Ibels, Willette, Boutet de Monvel, Léandre. But there were also all those whose names say "poster," the conquering pioneers of the new medium: Chéret himself, Mucha, Steinlen, the Beggarstaffs, Grasset, Penfield, Parrish, Bradley, and Hardy. This edition reproduces the plates in their original numerical sequence, one to a page, retaining the standardized tan border introduced by the editors of Les Maîtres. The bonus plates, originally unnumbered and issued at various times, have been given the letters A through P and have been placed at the end of the volume. The List of Plates indicates the exact months in which Maîtres subscribers received these bonus plates. In order to keep the plate pages uncluttered, the captions on those pages have been limited to plate number (or letter) and the artist's name. The List of Plates also furnishes essential data on the original full-sized posters: their dimensions, the year in which they were first published, city of publication, and specific print shop responsible. A special Dover feature, which is almost certainly a first ever, is a full literal translation of the text of all posters printed in a language other than English. These are all new direct translations from French, German, Italian, Spanish, Dutch, Danish, Czech, and Hungarian.

## Book Information

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## Customer Reviews

Les MaÃ®tres de l'Affiche (The Masters of the Poster) ranks among the most prestigious and influential art publications in history. Its 256 color plates present a wide-ranging selection of outstanding posters from the turn of the twentieth century, when the popular art form reached its first peak. This Dover edition is the first complete republication of the legendary MaÃ®tres set to devote a full large page to each plate. Of the 97 artists represented, some are preeminent painters and printmakersâ "Toulouse-Lautrec, Denis, Bonnard, Vallotton, Puvis de Chavannesâ "and others are famous illustrators and cartoonists of the period. Most significantly, the roster includes pioneers of the new medium, who became forever associated with poster art: ChÃ©ret, Mucha, Steinlen, the Beggarstaffs, Grasset, Penfield, Parrish, Bradley, and Hardy. This edition reproduces the plates in their original numerical sequence, one to a page, retaining the standardized tan border introduced by the editors of Les MaÃ®tres. In order to keep the plate pages uncluttered, captions are limited to plate number and the artist's name. The List of Plates also furnishes essential data on the original full-sized posters: their dimensions, the year in which they were first published, city of publication, and specific print shop responsible. A special Dover feature offers a full literal translation of the text of all posters printed in a language other than English. See every Dover book in print at [www.doverpublications.com](http://www.doverpublications.com)

Stanley Appelbaum served for decades as Dover's Editor in Chief until his retirement in 1996.Â

Just the thought of a poster subscription series makes me wonder why no one does this today. At

the turn of the previous century, with Art Nouveau in full bloom, Victorian still prominent, and Art Deco hinted as the future, posters blossomed. They were most decidedly worth receiving in the mail Â“ four a month, for a full series of 240. Mucha, Toulouse-Lautrec, Grasset and countless others, made their living in advertising. And here they are, in order, numbered, with stats about the artists, and an overview. The artists were breaking out of the stifling Victorian mould. They were no longer restricted to geometric frameworks. Their subjects could be facing away, playing with the text, woven into the title, or have nothing whatever to do with the product being advertised. The artists made up new fonts like there was no tomorrow. For centuries, there had been only a handful of fonts outside the decorous initial letters of religious text chapters. Here, now, for all to see, was open competition to attract the eye of the passer-by. And in as ultra-modern a fashion as possible. It was an exuberant era, beautifully assembled in this Dover collection for all to see in outsized pages. David Wineberg

Wonderful large format book with glossy images of each of the gorgeous posters in the "Les MaÃƒÂ®tres de l'Affiche" series. Beautiful to look at, and, for collectors, a great reference.

This product is exactly as represented - a complete collection of the series in full color. Each poster had its own full page and was well reproduced. I consider this a perfect reference resource for anyone interested in this series or classic poster art in general. Note, however, that as another reviewer stated, this item is pretty much just the collected posters....there is no real textual history about the works. Considering this product represents what was already a collected homage made 115 years or so ago anyway that is to be expected. Note that many of the wonderful smaller stone lithographs made for the original Chaix series are still quite readily available. I recently saw that Martin Lawrence galleries had some in their collection. While these items can often range anywhere from \$1000 to \$6000 individually, when galleries have their seasonal auctions, many of these plates can be had for as little as \$500.

Everything is great with this book EXCEPT The transfer of the plate numbers and the actual artist has been extremely poorly done. Someone needs to go back in and assure that a ChÃ©ret poster is credited to ChÃ©ret and that Steinlen is credited to Steinlen. If one had no other references one would quite go mad with the mis-numbering/crediting of the plates.

Excellent, complete book

This is lovely collection of the 256 plates from "The Masters of Posters" which were produced from the period of 1986 to 1900. This book has lovely small reproduction of these plates with a full list of the artist information about the posters. I have always enjoyed these posters and it is good to be able to find out more about them, as well as have them all in the one book. This would make a wonderful coffee table book as the posters are so well known, that people always like to know more about them.

'The Complete "Masters of the Poster": All 256 Color Plates from "Les Maitres de l'Affiche' edited by Stanley Appelbaum is a gorgeous collection of art from an earlier age. Starting with an introductory foreword by the editor, the history of the collection is given. There is an extensive bibliography giving translations for the posters. Then the posters follow. Who knew ads for magazines and chocolate milk could be so elegant? Certainly this is a lost era which valued the beauty in things as simple as advertising. The majority of the collection is in French, but there is English and German as well. Jules Cheret seems to be the most prolific artist in the collection, but there are lots of other artists, including Henri De Toulouse-Lautrec. It's wonderful collection to feast your eyes on, and I certainly enjoyed getting the chance to read it. I received a review copy of this ebook from Dover Publications and NetGalley in exchange for an honest review. Thank you for allowing me to review this ebook.

Fantastic collection of art! These posters are beautiful. I also really enjoyed this books feature that it had the text on the posters translated into English, otherwise there were many I wouldn't know at all what they advertised. Knowing the purpose of the poster makes them a lot more interesting and worthwhile! My only disappointment was that the details for and translation of each poster was in an index at the beginning of the book and not provided with each poster. I had to keep flipping back and forth. Otherwise exceeded expectations in number of posters, quality and information about them!

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