

李奧那多·卡匹亞羅 Leonetto Cappiello (1875-1942)

如果薛雷是海報之父，李奧那多·卡匹亞羅就可被視為現代海報之父。雖然卡匹亞羅出生於義大利，他在法國創作海報達四十年之久。在他的作品中，繪畫的技法和商業訊息充份結合，產生出卡匹亞羅式原創性極高的海報。

如何把腦海中的意像表達出來，準確地捕捉路人的注意力，是卡匹亞羅的絕活。他的作品用色大膽，構圖誇張，不但立刻成為人們視覺焦點，並且讓人印像深刻，難以忘懷。終其一生，他創作了三千多幅海報，可說是近代最多產的海報畫家。

If Cheret is the Father of the Poster, then Cappiello should be called the Father of the Modern Poster. Though born in Italy, Cappiello had worked in France for forty years. His posters brilliantly mixed means of portraying and advertising message, all of which showed his unique originality.

How to materialize an image in his mind, and catch the attention of spectators, was Cappiello's major concern. By means of wide color planes and highly exaggerated colors and situations, he shocked, surprised and moved; he made us notice and made us remember. Through out his painting career, Cappiello painted about 3,000 works, making his the most prodigious output in the history of the poster.

PORTOFINO-KULM

LA PERLE DES PANORAMAS



Mappello

on y va :
de GÈNES
NERVI, RECCO, CAMOGLI,
SANTA MARGHERITA, PORTOFINO,
RAPALLO, CHIAVARI, SESTRI LEVANTE
EN CHEMIN DE FER, EN AUTOMOBILE, EN VOITURE
RAMPE 7%

(REPRODUCTION INTERDITE)

Atelier CAPPILLO - Imp. PVERCASSON & C. 43, Rue de Lancy, PARIS.

LE BAS REVEL

LYON



DEVAMBEZ. 52, Rue Beaujon, PARIS

Hobbieus 1929

MOSSANT



LES EDITIONS NOUVELLES GABRIELLO
EDIMO, 15, Rue Galvani — PARIS.

MODELE DÉPOSÉ — REPRODUCTION INTERDITE.

Gabbriello
1938



..du soleil dans un verre..
COGNAC
MONNET

LES NOUVELLES AFFICHES, CAPOGROSSI - 52, Rue Drouot, PARIS
- DECOULEZ, Grav. Soc. A. -