

卡山卓

A.M. Cassandre (1901-1968)

卡山卓原名阿道夫·莫倫，舉世公認他的海報作品兼具“精神、有力、清晰”的特質。他強調海報畫家必須放棄自我，如果海報是賣方打給買方的一封電報，海報畫家僅僅是接線生，除了要傳達的商業訊息之外，海報畫家不可以在海報中表現任何的個人意見。

因為這樣的觀點和傑出的繪畫、構圖技巧，加上他後來與友人共同成立的藝術學校，卡山卓成為本世紀最具影響力的海報畫家。他的作品有一種帶著強烈生命動力的寫實感，有時甚至比現實本身更具震撼力。

他的代表作「北方之星」，沿用了他一慣的鐵路幻想主題，希利爾稱之為他的「偉大之作」，無論怎麼說，它可能是舉世公認最優秀的海報作品。

Cassandre's (whose born name was Adolphe Mouron) poster paintings was famous for their accuracy, power and clarity. He claimed that a poster work demands of the painter complete renunciation. If a poster is a telegraph made by the seller, poster artist is the operator, who's only task is to pass the commercial message to the prospective buyer and does not issue any personal opinion.

Cassandre's unique conception and accurate manner of conducting them, make him the finest posterist in this century. Besides, he teamed up with Charles Loupor and Maurice A. Moyrand, they established the Alliance Graphique in 1930, Cassandre became one of the most influential poster artists to the later generations.

His works attains a dynamic realism sometimes reveal more compelling than reality itself. The Northern Star, a renown work among many, shows Cassandre's fascinating railway imaginary, is said to be the best poster ever in the history of poster art.

CHEMIN DE FER

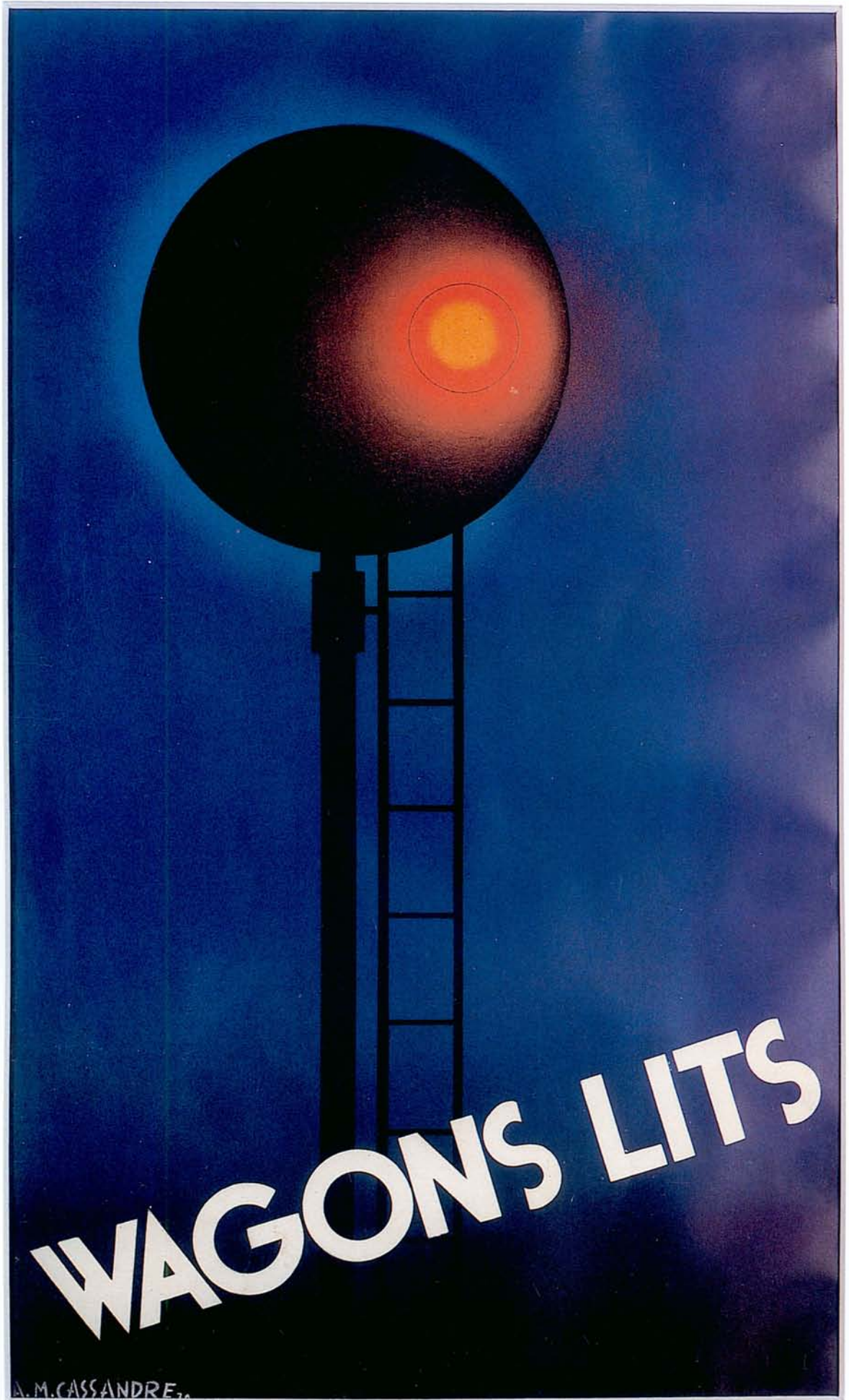
DU

NORD

A.M. CASSANDRE 29

VITESSE-LUXE-CONFORT

IMP. L. DANIEL - LILLE



DRAEGER IMP.

A.M.CASSANDRE



PARIS



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