



PROANTIC
LE PLUS BEAU CATALOGUE D'ANTIQUITES

"jean Jacquelin, Original Gouache Model For Les Bas Scandale"



600 EUR

Signature : Jean JACQUELIN

Period : 20th century

Condition : Très bon état

Material : Cardboard

Width : 18 cm

Height : 38 cm

Description

Jean JACQUELIN (1905 Paris - 1989 Champrond)Gouache and ink on cardboard.Black painted wooden frame.Dimensions: H. 38 cm, W. 18 cmDimensions with frame: H. 40.7 cm, W. 20.7 cmOur gouache is one of the three original models of the advertising campaign dedicated to Scandale stockings in the 1950s under the slogan Attention! We can see your legs.Against a red background stands a young woman perched dangerously on a tripod stool. She keeps her distance from a mouse, which she points at with her eyes wide with fear. With her other hand, she lifts the sides of her black dress, revealing her slim, shapely legs.The style is humorous, the colors are limited to a three-color process, and the figures are brushed in a few strokes to accentuate the graphic style.Jean JACQUELIN (1905 Paris,

Dealer

Galerie Chabert

Paintings, drawings and engravings of the 19th and 20th century

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1989 Champrond) Designer, poster artist, painter, Jean Jacquelin distinguished himself in the advertising field between the 1920s and the 1970s. It was at the age of 8 that he discovered his vocation as a designer, captivated by the graphics of the iconic Ripolin poster by Eugène Vavas seur, plastered on the walls of Paris in 1913. Trained at the School of Applied Arts in Industry, he began his professional life with an art marble worker for whom he restored the commemorative plaques of Parisian buildings. Hired in 1924 as a designer in the advertising agency TAP (Travaux Artistiques de Publicité), he produced his first posters for the Salvation Army and Galeries Lafayette. After joining Editions STEP in 1927, he gradually became the agency's artistic director and then a full partner, while collaborating with the car manufacturer Hotchkiss. After the company's bankruptcy in 1936, he went freelance. His works cover all economic sectors: airmail, automobiles, food, banking, tourism, etc. From 1940, Jacquelin began a career in film posters. He remains as the author of Jean Cocteau's *Beauty and the Beast* in 1945, Jacques Tati's *Jour de fête* in 1948, and Jacques Becker's *Casque d'or* in 1952. Jacquelin was honored with an exhibition dedicated to him in 1993 at the Forney Library in Paris.