



PROANTIC  
LE PLUS BEAU CATALOGUE D'ANTIQUITES

## "jean Jacquelin, Original Gouache Model For The 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 cm Dimensions with frame: H. 40.7 cm, W. 20.7 cm Our 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. On a red background, a young woman, recovered from her emotions, clings to her companion's neck, legs in the wind. The style is humorous, the colors restricted to a trichromy and the figures brushed in a few strokes to accentuate the graphic design. Jean JACQUELIN (1905 Paris - 1989 Champrond) Draughtsman, poster artist, painter, Jean Jacquelin distinguished himself in the advertising field between the 1920s and the

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1970s. It was at the age of 8 that he discovered his vocation as a draughtsman, captivated by the graphic design of the iconic Ripolin poster by Eugène Vavas seur, plastered in 1913 on the walls of Paris. 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 draughtsman in the advertising agency TAP (Travaux Artistiques de Publicité), he created his first posters for the Salvation Army and Galeries Lafayette. After joining Editions STEP in 1927, he gradually became artistic director of the agency and then a full partner, while collaborating with the car manufacturer Hotchkiss. After the bankruptcy of the company in 1936, he went into business for himself. His works cover all economic sectors: airmail, automobiles, food, banking, tourism... From 1940, Jacquelin began a career in cinema posters. He remains as the author of *Beauty and the Beast* by Jean Cocteau in 1945, *Jour de fête* by Jacques Tati in 1948 or *Casque d'or* by Jacques Becker in 1952. Jacquelin was honored by an exhibition dedicated to him in 1993 at the Forney Library in Paris.