



PROANTIC
LE PLUS BEAU CATALOGUE D'ANTIQUITES

"Jean Jacquelin, Three Original Gouaches, Models For The Bas Scandale"

1 500 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) Three gouaches and inks on cardboard. Frames in black-painted wood. Dimensions: H. 38 cm, W. 18 cm. Dimensions with frame: H. 40.7 cm, W. 20.7 cm. Our three gouaches are the original maquettes for the advertising campaign for Scandale stockings in the 1950's under the slogan "Attention! Your legs are showing!" The style is humorous, the colors limited to three shades, and the figures sketched with a few strokes to accentuate the graphic quality. The first gouache depicts, against a red background, a young woman perched dangerously on a tripod stool. She stands at a distance from a mouse, which she points at with her eyes wide with fear. With her other hand, she lifts the hem of her black dress, revealing her

Dealer

Galerie Chabert

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

Mobile : 0613808951

Agen 47000

slender, shapely legs. The second gouache focuses on the moment after the fall, the young woman, distraught, finding herself on the ground, the contents of her handbag scattered alongside her high heels and her umbrella. Finally, in the third gouache, the young woman, having recovered from her emotions, clings to her companion's neck, her legs dangling in the breeze.

Jean JACQUELIN (1905 Paris - 1989, Champrond) Draftsman, poster artist, painter, Jean Jacquelin distinguished himself in the field of advertising between the 1920s and the 1970s. He discovered his vocation as a draftsman at the age of 8, captivated by the graphic design of Eugène Vavasasseur's iconic Ripolin poster, displayed on the walls of Paris in 1913. Trained at the School of Applied Arts to Industry, he began his professional life working for an art marble craftsman, restoring commemorative plaques on Parisian buildings. Hired in 1924 as a draftsman at the advertising agency TAP (Travaux Artistiques de Publicité - Artistic Advertising Works), he created 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 also collaborating with the automobile manufacturer Hotchkiss. After the company's bankruptcy in 1936, he went freelance. His works covered all economic sectors : airmail, automobiles, food, banking, tourism... From 1940 onwards, Jacquelin began a career in film poster design. He is remembered 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.