



PROANTIC
LE PLUS BEAU CATALOGUE D'ANTIQUITES

Plaque, Advertising Sheet Jean d'Ylen, Vercasson For Barco Shoe Polishes



150 EUR

Signature : Jean-Paul Béguin alias Jean d'Ylen

Period : 20th century

Condition : Bon état

Width : 17 cm

Height : 25 cm

Description

Silkscreened advertising sheet representing a cheerful, round character, half Pierrot, half Harlequin in a yellow and white checkered costume, juggling on a blue background with small cylindrical boxes of shoe polish. At the bottom, inscription on a black background "Crème fine Barco" and in red "ne brule pas la chaussure" Publisher: Établissement Vercasson (Paris) indication at the bottom right with the address 6, rue Martel Paris Artist Jean d'Ylen signed towards the bottom left Around 1920/30 at the bottom left indication 7 - 22 probably for July 1922 Format: 25cm x 17cm Good condition, small defects: minimal folds in two corners, oxidation on the back at the top invisible from the front, some dirt Jean d'Ylen (1886-1938), whose real name was Jean-Paul Béguin, was a painter,

Dealer

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illustrator and poster artist. He created more than 200 posters for the Vercasson printing house between 1922 and 1934. A talented poster artist with style and in the spirit of Leonetto Capiello's posters, characterized by imaginary characters, pierrots, jesters, clowns, circus artists, etc., painted in bright colors on a black, blue or dark red background. Previously, he had made his debut as a designer in goldsmithing for Boucheron and for Cartier, he received the prize of the Chambre Syndicale de la joaillerie parisienne in 1912.