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Picasso 20th Century - Lithographic Poster "côte d'Azur" 1962



550 EUR

Signature : Picasso

Period : 20th century

Condition : Très bon état

Material : Paper

Length : 100

Width : 66

Description

Picasso's lithographic poster "Côte d'Azur" occupies a unique place in the history of 20th-century tourist posters. Produced in 1962, it demonstrates both the artist's attachment to this region of southern France and the importance of lithography as a medium for artistic dissemination. The simple yet vibrant composition combines the sun, sea, and Mediterranean light with Picasso's handwriting, giving the whole a spontaneity full of vitality. Far from the traditional advertising poster, which was often highly descriptive, Picasso here focuses on the essential: a sign, a color, an impression. Lithography, invented at the end of the 18th century, allowed artists to reproduce their works in multiple copies while retaining the richness of the line. In the 20th century, many artists, from

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Toulouse-Lautrec to Chagall, used it to reach a wider audience. Picasso, who constantly experimented with new techniques, found in this process a way to combine accessibility and creativity. His poster for the Côte d'Azur is not only an invitation to travel: it is also a work of art in itself, illustrating the encounter between modern art and visual communication. The choice of bright blue and sunny yellow reflects the evidence of an interior landscape more than a realistic description. Picasso seeks to convey an atmosphere, almost a sensory memory, rather than a tourist panorama. In this, he profoundly renews the language of the lithographic poster, elevating it to the rank of poetic expression. We find his freedom of gesture, his simplification of forms, and his ability to get straight to the point. Thus, the "Côte d'Azur" poster perfectly sums up the Mediterranean spirit dear to Picasso: light, the sea, and the joy of living. It also illustrates how the artist contributed to blurring the lines between art and advertising, between unique work and reproduction. More than just a promotional item, it remains a fragment of the creative universe of a 20th-century master.