PROANTIC
LE PLUS BEAU CATALOGUE D'ANTIQUITES

Paul Colin - 20th - Travel Poster For The Gle Transatlantique Company - 1950



800 EUR

Signature : Paul Colin

Period : 20th century

Condition : Très bon état

Material : Paper

Length : 100

Width : 61

Description

The poster created by Paul Collin in the 1950s for the Compagnie Générale Transatlantique is part of the great tradition of French travel posters. Collin, known for his talents as a lithographer and poster artist, deploys a style that is both modern and elegant, characteristic of the post-war period. The poster features a majestic ocean liner, a symbol of luxury and power, gliding across a deep blue sea. The ship's silhouette, often stylized, conveys the speed, comfort, and modernity that the company wanted to associate with its voyages. The Compagnie Générale Transatlantique, also known as the "French Line," sought to attract an international clientele in search of prestige and adventure. Posters played a central role in this strategy, serving as true visual ambassadors. Collin, through his dynamic

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compositions, created striking images that went beyond mere advertising. His work features sharp contrasts, a refined palette, and a keen sense of layout. This travel poster is not only a promotional tool: it is also a work of applied art, encapsulating the spirit of an era. The 1950s were a time of renewal, openness to the world, and the transatlantic dream. The ocean liner embodies both French elegance and a drive toward the future. The poster portrays a collective imagination: crossing the ocean means crossing a border, living an extraordinary experience. Thus, through the hand of Paul Collin, the poster for the Compagnie Générale Transatlantique becomes a testament to an encounter between graphic art, industrial modernity, and the desire for escape. It remains a precious fragment of the golden age of travel posters.