"the Return From The Market" - Lithographed Sign / Lu, Lefèvre-utile



280 EUR

Signature : Vincent Bocchino

Period : 20th century

Condition : Très bon état

Material : Paper

Width : 53,3 cm

Height : 72 cm

Description

Chromolithograph on coated paper mounted on cardboardImprimerie Ferdinand-Champenois, Paris, 1912A charming and rare antique chromolithograph printed in 1912 by the famous Imprimerie Ferdinand Champenois in Paris. This poster depicts a woman returning from the market, carrying a basket on her arm in which a box of Petits Beurres LU biscuits is clearly visible, forming the central element of the composition.This image comes from a series of calendar posters known as "annual series," a type of production that was very popular in the early 20th century and distributed each year for advertising purposes, notably by the Lefèvre-Utile biscuit brand.The author of this poster is Vincent Bocchino, an artist selected by the LU brand and known for his family- and

Dealer

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child-oriented compositions, including Les Enfants à la vitrine (Children at the Shop Window), a legendary poster distributed by Maison LU. His work is distinguished by a great ability to convey the joy of childhood, a love of food, and scenes from everyday life, giving his images a character that is both appealing and immediately accessible.