



**PROANTIC**  
LE PLUS BEAU CATALOGUE D'ANTIQUITES

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## Air France - Spain Poster By Georges Mathieu, Circa 1967



480 EUR

Signature : Georges Mathieu

Period : 20th century

Condition : Très bon état

### Description

Original Air France poster issued as part of the celebrated series of fourteen posters commissioned from Georges Mathieu between 1967 and 1969. Two additional destinations were later added, completing what has become one of the most iconic graphic design campaigns of the twentieth century. For this prestigious commission, Air France granted one of the leading figures of lyrical abstraction remarkable creative freedom. Rather than depicting monuments or landscapes, Mathieu chose to evoke each destination through emotion, symbolism and gesture. For Spain, he created a striking composition of golden forms emerging from a deep black background. A few rapid, energetic and calligraphic strokes are enough to produce an image of remarkable intensity.

### Dealer

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Characteristic of Mathieu's artistic language, the composition hovers between writing, sign and pure movement. Situated at the crossroads of fine art and advertising, this poster is now regarded as one of the most memorable creations of the Air France series and a significant example of 1960s graphic design. Presented in a modern black frame. Framed dimensions: 64 × 104 cm

**Gallery Note** Among the destinations imagined by Georges Mathieu for Air France, Spain is undoubtedly one of the most enigmatic and powerful. While other posters evoke a landscape, a monument or a particular atmosphere, this one seems to express an inner state of mind. In the promotional booklet accompanying the series, Georges Mathieu described the poster in his own words: "Seeing: a spiritual activity. Colour of ingratitude. Black tear, sublime embroidery. Triumph of tragedy. An exacting hunger for the present within the severe hollow of memories. Silence, meditation, interiority, patience. A great funeral chant rising above deserted plateaus. A monologue. God." Few travel posters have ever been accompanied by such a personal text. This poetic and almost mystical dimension is what makes Georges Mathieu's Air France series so distinctive. The deep black absorbs the surrounding space while the golden marks emerge like a sacred script or a sudden apparition of light. Beyond its historical significance, this poster possesses exceptional decorative power. Its black-and-gold palette, dramatic scale and enduring modernity allow it to complement both contemporary interiors and collections devoted to twentieth-century design and graphic arts.