



PROANTIC
LE PLUS BEAU CATALOGUE D'ANTIQUITES

Carlos Enrique Lencinas (1937-2018) -- Long John: The Whiskey

240 EUR

Period : 20th century

Condition : Très bon état

Material : Gouache



Description

Watercolor, gouache, and mixed media on cardboard. From the estate of Argentine advertising illustrator Carlos Lencinas. There was a time when advertising was neither processed on servers nor retouched with digital filters, but emerged from lively brushstrokes, manual dexterity, and infinite patience at the drawing board. In this golden age of posters and advertising illustration--before the advent of computers, Photoshop, and artificial intelligence--the success of a global campaign rested entirely on the artist's shoulders. Every shading was created with an airbrush, every letter was drawn by hand with surgical precision, and there was no "undo" function: a single mistake in applying the ink could wipe out entire days of work. These illustrators not only mastered

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anatomy, lighting, and composition with masterful precision, but they also managed to translate a brand's identity into unique works of art, where personality, human imperfection, and individual talent gave each advertisement an inimitable soul. Image dimensions without frame: 60 x 45 cm