

Henri Toulouse Lautrec: The Influence in Poster Formation¹

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Abstract

This study aims to recognize the life history of Toulouse Lautrec as one of the most eminent artists in poster design in the modern art period, It deals with the inaugurations that built up his inspirations and feelings that lead him to start his creative works, In addition it mentions the background that leads him to choose the poster art as an advertising media that was derived from the environment and life difficulties he used to live with pain and sorrow while he was practicing his daily activities among the nightlife in Paris, the place he created and produced his first amazing poster.

The importance of the study reveals the methodology and techniques he hires to create his modern and artistic posters. Lautrec employed his numerous potentials to reduce to bare bones the painting works into abstracts of several lines and color spots and inscriptions he employed to create the subjective and creative constructions of the poster design. Lautrec was capable to blend and combine between his methodology in simplification of impressionism as a detailed art and the non three dimensional graphics and produce it as visual, communicable and advertising printed art utilizing the lithography as the utmost technique that suits this kind of art. It has been well recognized in France, Europe and today's art. Finally; Lautrec has made a revolutionary event in poster design compiling the lithograph printed art and visual graphic design in modern style.

¹ For the paper in Arabic see pages (339-352).

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