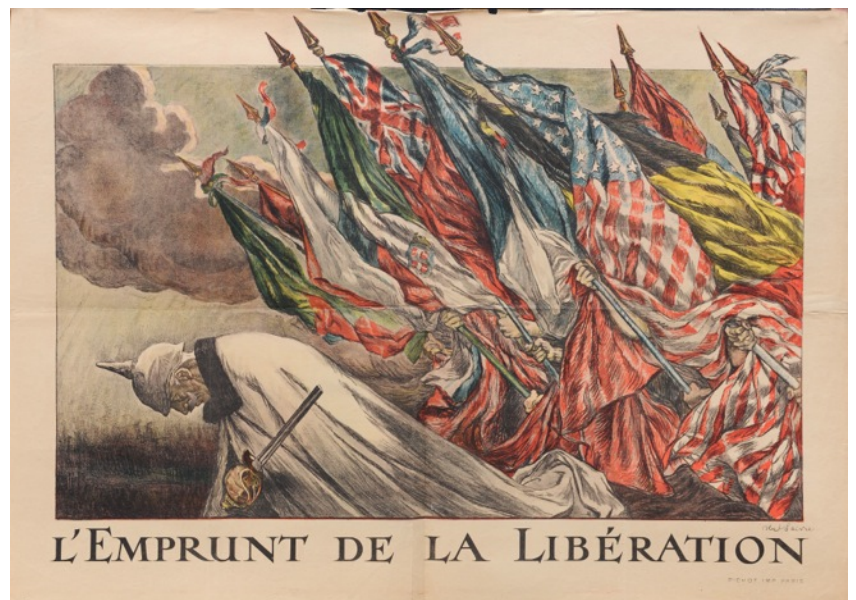


Rare French WW1
Propaganda Posters
Opens 10 September
Closes 30 September

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L'Emprunt de la Libération Abel Faivre

Sylvester Fine Art brings rare touch of WWI nostalgia to Belsize Village

10 September marks the opening day of Sylvester Fine Art's latest show which features beautiful French propaganda posters from WWI. These stunning original lithographs were created by a myriad of leading artists of the day, such as SEM, Faivre and Steinlen and, after 100 years and thanks to the thin paper used at the time, are now rare examples.

By the end of the 19th century France had become the world leader in commercial art, leading the way in recognising the impact of the poster as a means of communication; it was during the Great War that this medium was used more than at any other time during history. Whether the poster was supposed to inspire, inform or persuade, it was often combined with vibrant designs resulting in the creation of thousands of interesting visual artworks.

Gallerist Andrea Sylvester said: “this latest show demonstrates the variety of ways in which the French Government of the time used the poster to communicate with all corners of society in aid of the war effort. These posters were used as a positive instrument of war propaganda and enabled the Government to recruit soldiers, raise money to finance the war effort as well as encouraging its citizens to conserve resources.”

WWI was the first time that posters were used on a large-scale for political purposes and it was thanks to new printing technologies that this medium had moved beyond the small, single-coloured, mainly textual productions of the 19th century. Suddenly it was possible to mass-produce something large and colourful in an affordable manner.

Andrea said: “This snapshot of history is an extraordinary insight into the issues facing all countries at this terrible time. For example, women were used as a propaganda tool from early in the war; to begin with women were portrayed as figures of vulnerability requiring strong men to protect them (for recruitment) and later they were targeted as needing to fulfil their role as strong supporters of their men at the front, required to do ‘their bit’ for the war effort (to keep morale high). What many people may not realise is that our Britannia, symbol of all that is strong and good about Britain, had her French counterpart in Marianne who stood for the same patriotic principles.”

These rare WWI French posters will be available to view and purchase from 10 September with prices ranging from £650 up to around £2,500.

- ends -

Open: Wednesday - Saturday | 11.00am - 6.00pm
 Sunday Noon - 5.00pm

Also by appointment outside normal opening hours

Souscrivez pour hâter la paix par victoire
Paul-Albert Besnard



Journée Serbe
Theophile Steinlen



Journée du Poilu
Apolphe Willette

