

EVOLUTION OF THE POSTER

Overview

Posters are large eye-catching printed matter designed for high view vertical display. They typically have text and graphics but may be of a single element, and are often used for advertising, political messaging, art reproduction, and educational communication.



Early poster by Papillon



Lithograph



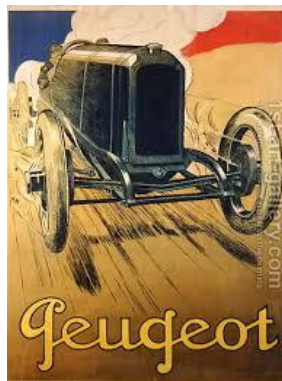
Color Lithography

Early Poster History

The first posters trace back to the 15th century when each was made individually by hand. Early posters announced royal and religious proclamations, trade orders, goods for sale, local events, burials, etc. By the middle of the 16th century this efficient new technology was displacing the earlier, established form of local, metropolitan communication – the town crier.

In 1633, the Parisian physician Théophraste Renaudot created "Sheets of the Bureau d'adresses" realizing the first advertising poster. The invention of lithographic printing in 1798 led to the mass production of posters and the medium gained its own identity.

The medium was first celebrated in 1867 with a poster of Sarah Bernhardt as Princess Desirée in the comedy *La Biche au Bois*. In 1881 a law imposed a tax on official posting places for the *Galerie de Rue*, the *Gallery of the Street*.



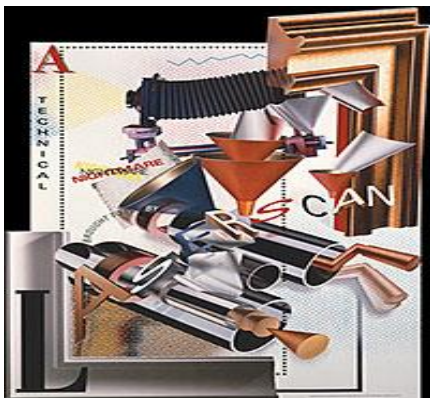
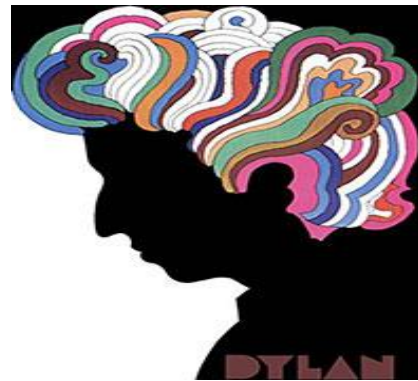
Modern Commercial Poster Art

Following are some 20th century commercial poster milestones.



In 1934, Peter Birkhäuser's PKZ poster of a hyper-realistic button took the object poster to its minimalist extreme through its use of the universal language of symbols; the **sachplakat** became the leading style for Swiss product posters during and shortly after World War II.

In 1955 NY's Pushpin design studio combined aspects of Victorian Art Nouveau, and Art Deco with contemporary typography and illustration. An example of which is Milton Glaser's popular Bob Dylan Greatest Hits album poster, using the Babyteeth typeface with Dylan's black silhouette and wild electric colored hair creating a dramatic sense of depth and vision..



Today's artists like Skolos-Wedell diminish the boundaries between graphic design and photography, creating collaged 3D images influenced by cubism, technology and architecture.

The Promoster Evolution

Nearly two decades into the 21st century new design aesthetics, advanced technology, and linked digital transmission have it time again for the poster to evolve. Promoster is a spirited, dramatic, communal display - realizing a new American pop art form. Its uniquely imaged, interactive, augmented reality presentations allows advertisers to lead in a new, innovative, modern, loyalty building, brand association, promotional marketing medium.

CONTACT: Joseph Serino, 201 978-5317, joe@promoster.com

