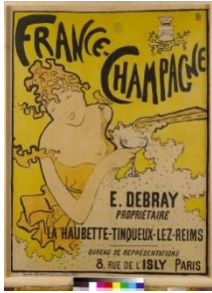


STOP 10: France-Champagne 1891, Pierre BONNARD



TFX: Champagne corks, clinking glasses, chattering

Narrator

Pierre Bonnard was twenty-two when he made this poster advertising a brand of champagne. It was his first important commission, for which he received 100 francs. This was a considerable sum of money – and it was enough to persuade his sceptical parents to believe that he could make a living as an artist. The design was created in 1889 but the poster was not pasted around Paris until a couple of years later. It was a sensational success - so much so that Bonnard wrote to his mother saying that *everyone* wanted to have his poster.

Paris was already used to seeing Jules Chéret's posters, featuring brightly dressed, attractive young women looking happy. With *this* image Bonnard created a very different kind of icon. It is almost a caricature in its distortions, and it is bold in its simplicity. This new style was in tune with the contemporary fashion for Japanese woodcut prints, which were available all over Paris at affordable prices. – There was a good reason for Bonnard's close friends calling him *Le Nabi Japonais*' -or the Japanese prophet.

This poster was eagerly collected, and helped gain Bonnard a reputation as an important figure in the era's print-making revival. It was only a few months after Lautrec first saw this image that he created *his* first poster, *Moulin Rouge – La Goulue* - which is also on display in the exhibition.