

D O N



Plakate

Posters

Among the great modern poster artists of France who have turned the whole art of the poster topsyturvy, there are other artists who go their own way, who do not confine themselves to any one style, but follow only their own original impulses.

One of these is Don, famous for his posters for theaters and for luxurious French pleasure resorts.

Don, a pupil of the Academy of Fine Arts in Florence, devoted himself primarily to sculpture (He worked at first with Bourdelle). But sculpture did not content him for long, and he put his graphic talent to use in the service of the Paris press in the form of caricatures and sketches of important personalities, especially members of Parliament.

He captures the silhouette and the characteristic features of a personality in a few strokes, and displays this talent again and again in the series of advertisements drawn for the "Lucky Strike" cigarettes.