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Plastic Posters for the
French State Lottery



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Louis Ferrand is an exceptionally versatile and ingenious artist. He started life as a steel engraver and then turned his attention to designing patterns for printed fabrics. Finally he held posts as art director in publishing houses and publicity agencies. In the course of his career as an illustrator of books, poster artist, lay-out designer and photographer, Ferrand carried out with marked success many an important publicity campaign. Moreover, he was the first to design a number of colour advertisements for daily newspapers. In addition to this work he is the author of a number of theoretical treatises