

CARTELLS PUBLICITARIS (breu història)

Els cartells publicitaris, tal com els coneixem, comencen a popularitzar-se a partir de la segona meitat del segle XIX.

Apareixen nous sistemes de reproducció en color, més barats, i les empreses contracten artistes de moda perquè pintin els anuncis. L'estil inicial és el de l'època modernista, molt ornamentat.

Després Toulouse-Lautrec comença a fer cartells més moderns, amb fons llis i colors plans.



Alphonse Mucha



Alphonse Mucha



Alexandre de Riquer





Toulouse-Lautrec

Ramon Casas



A començaments del segle XX es consolida el cartellisme a Catalunya.

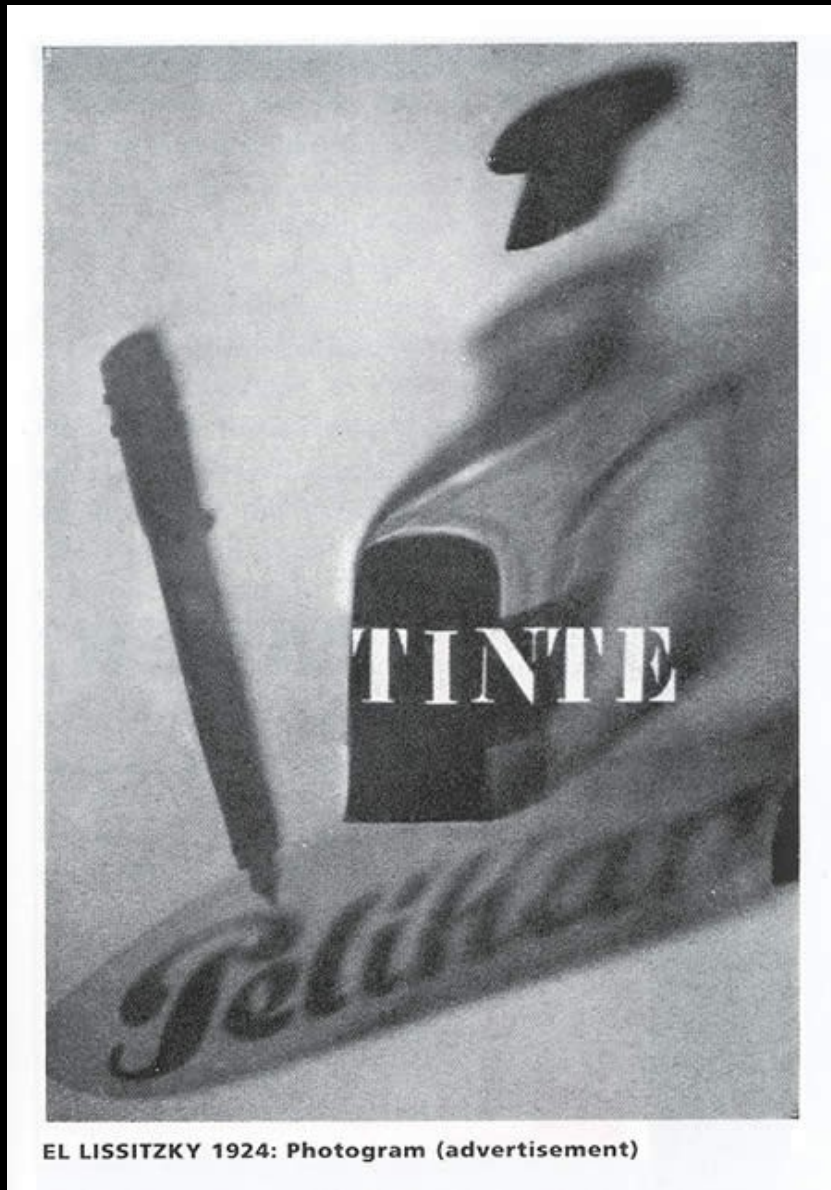


Alumà

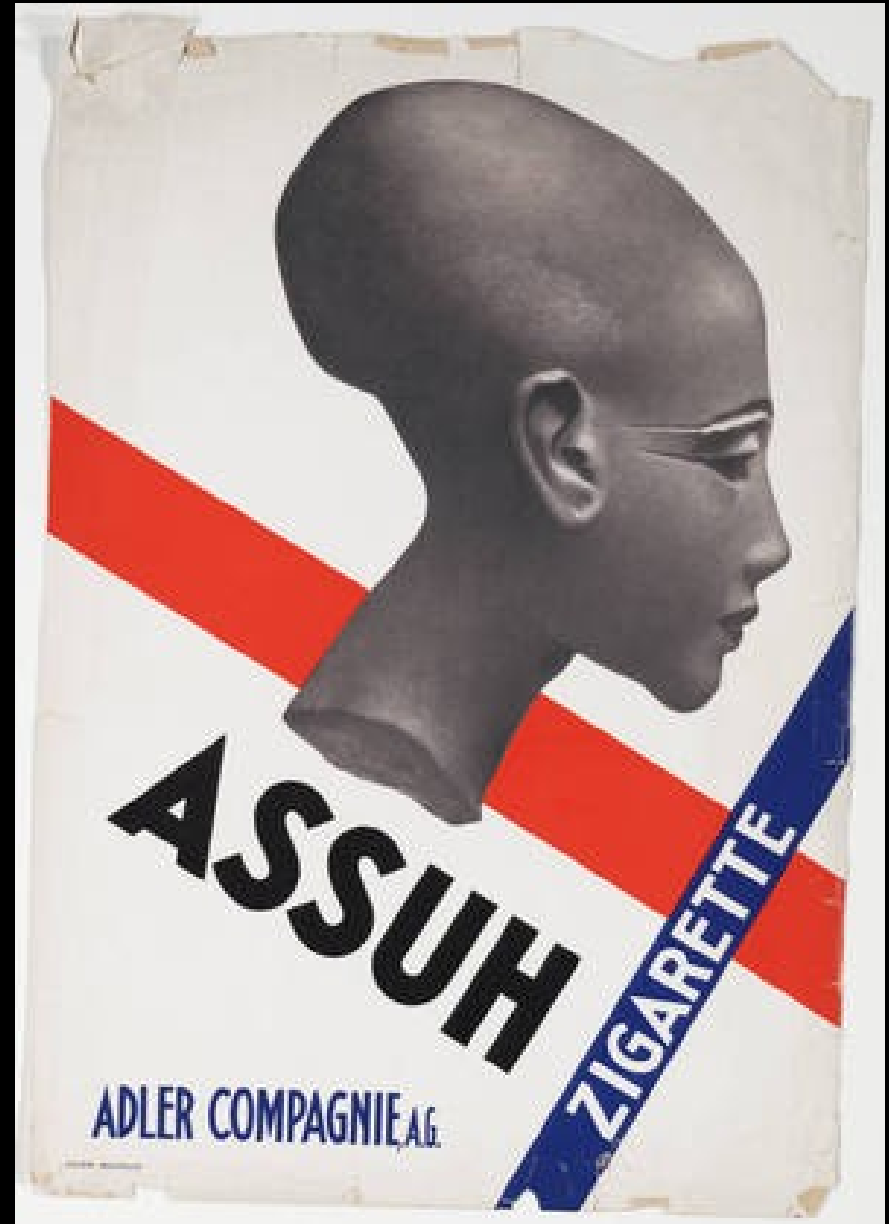


Segrelles

Als anys 20, la Bauhaus (Alemanya) introdueix la fotografia, noves tipografies i noves composicions



El Lissitzky



Herbert Bayer

El nou estil influeix en alguns cartellistes catalans d'abans de la Guerra Civil



Morell



Cartell americà
dotze anys abans

Anuncis catalans dels anys 40-50



Artigas



Moradell



Pla Narbona

An entire day's
extra pleasure~
for mere pennies more!



Anuncis americans dels anys 50

Marlboro

You get
a lot to
like

-filter
-flavor
-flip-top box



Here's old-fashioned flavor in the new way to smoke. Man-size taste of honest tobacco comes full through. Smooth-drawing filter feels right in your mouth. Works fine but doesn't get in the way. Modern Flip-Top Box keeps every cigarette firm and fresh until you smoke it.

[MADE IN RICHMOND, VIRGINIA, FROM A NEW MARLBORO RECIPE]

1950

1957



Evolució d'un disseny de Falgas dels anys 30

Cartells catalans dels anys 70



Vellvé



Satué

CARTELLS PUBLICITARIS (exemples a partir dels 80)

Quasi tots els cartells es basen en fotografies,
tot i que el joc amb la tipografia és freqüent.
Els objectius de l'anunci poden ser:

- Cridar l'atenció
- Que el públic en recordi algun element
- Destacar alguna qualitat del producte
- Destacar a quin públic va destinat

Révolutionnaire!





**OF COURSE IT'S POSSIBLE TO
DO THIS ON OTHER SPORTS CARS.
BUT AT 4000 RPM?**

It doesn't take much to topple a house of cards. The smallest vibration should do it.

That's the reason this demonstration is so remarkable.

At 4000 rpm, (on the move, the equivalent of 96 mph) the cards didn't budge a millimetre. Reinforcing the view that the six cylinder

engine BMW put in their 320i is the smoothest in the world.

According to the laws of physics no engine with less than six cylinders, in line, can be perfectly balanced.

Because of this BMW insist on using in-line six cylinder engines on all their cars of two

litres and over.

Other car manufacturers will offer you four, or even five cylinders, along with up to 30% extra vibration that goes with them.

When you drive a BMW 320i you'll actually feel the difference of the only late 1980s six cylinder engine on the market.

There's no raucousness as you accelerate, and not a hint of roughness when you're cruising.

With advantages like these it would be only natural to expect a penalty in fuel consumption.

But there isn't one. (In fact, it uses no more petrol than most of its harsher rivals.)

And the advantages of owning a BMW 320i don't stop there.

It can hold its value up to twice as well. A figure which indicates just how much better built it is than mass produced cars.

Having read this, you may be pleasantly surprised to hear that the sporting BMW 320

costs just £10,245.

Of course, other car manufacturers can match that price.

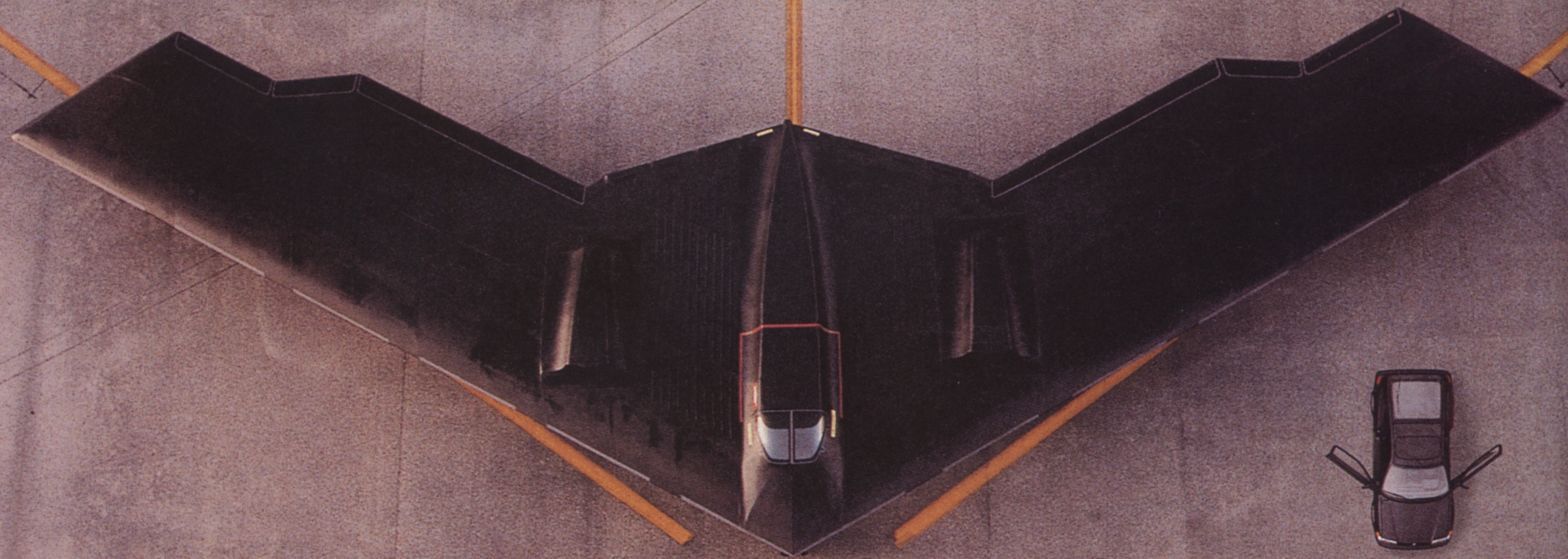
But until they can match the value, BMW seem to be holding all the cards. 

THE ULTIMATE DRIVING MACHINE

[illegible]

IF CORDS REFERRED INCLUDES CORD TAX AND A 2% BUILT-IN P&L. VERY ON-SCHEDULE DELIVERY. INCLUDES 10% DISCOUNT. INCORPORATING BROADBAND SERVICE AND OTHER SERVICES. 2275 + 10% COLLECTOR TELEPHONE 01 897 6665. FOR TAX-FREE SALES: 50 PARK LANE, LONDON W1. TELEPHONE 01-629 9277

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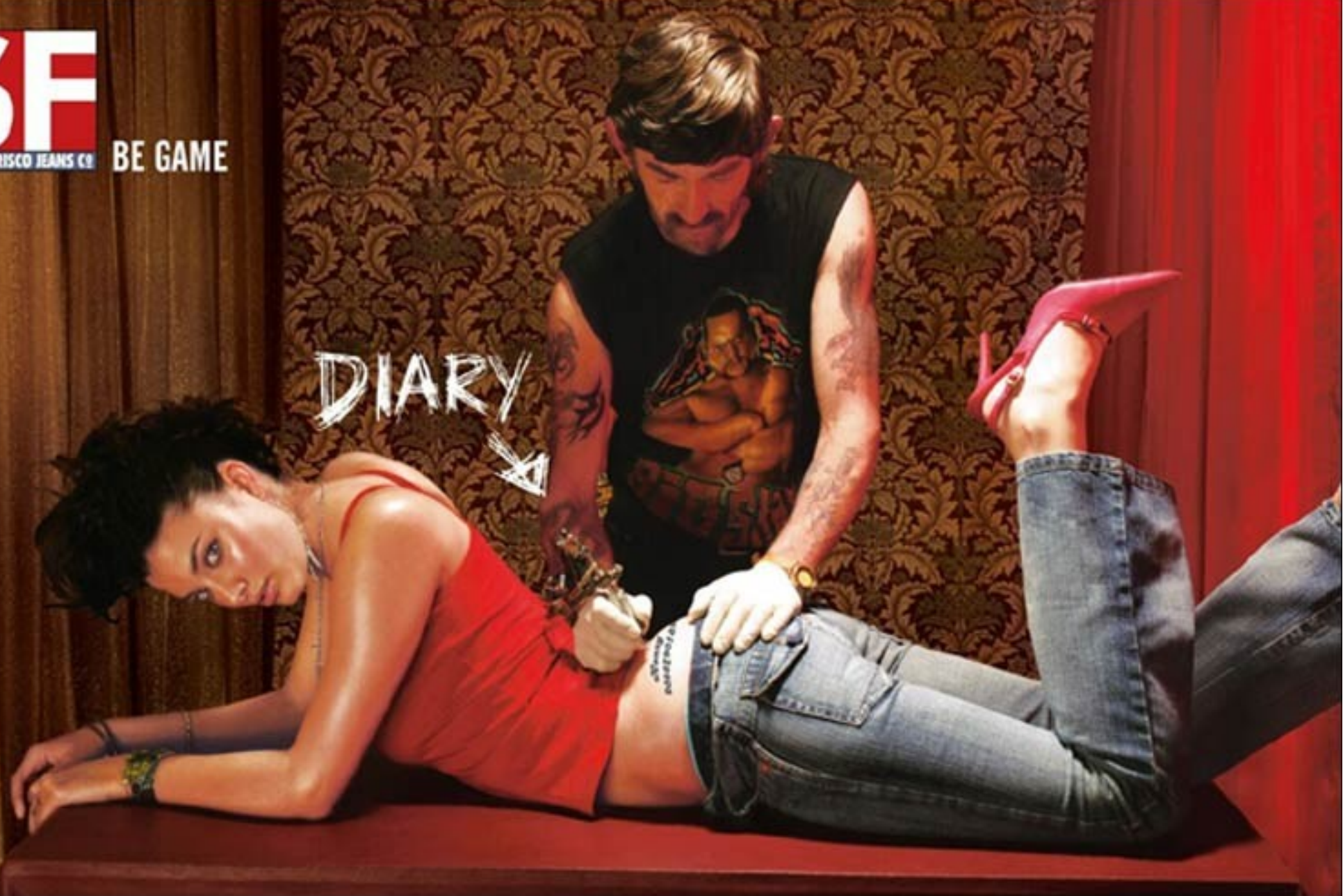


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THE SAN FRANCISCO JEANS CO.

BE GAME

DIARY





Milla  MANGO



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A high-angle, top-down photograph of a woman falling down a spiral staircase. She is wearing a bright blue lace dress, a red clutch bag, and white roller skates with red wheels. Her arms are outstretched, and her head is tilted back. The staircase has ornate, dark metal railings with scrollwork. The steps are made of light-colored stone or concrete. The overall tone is dramatic and fashion-oriented.

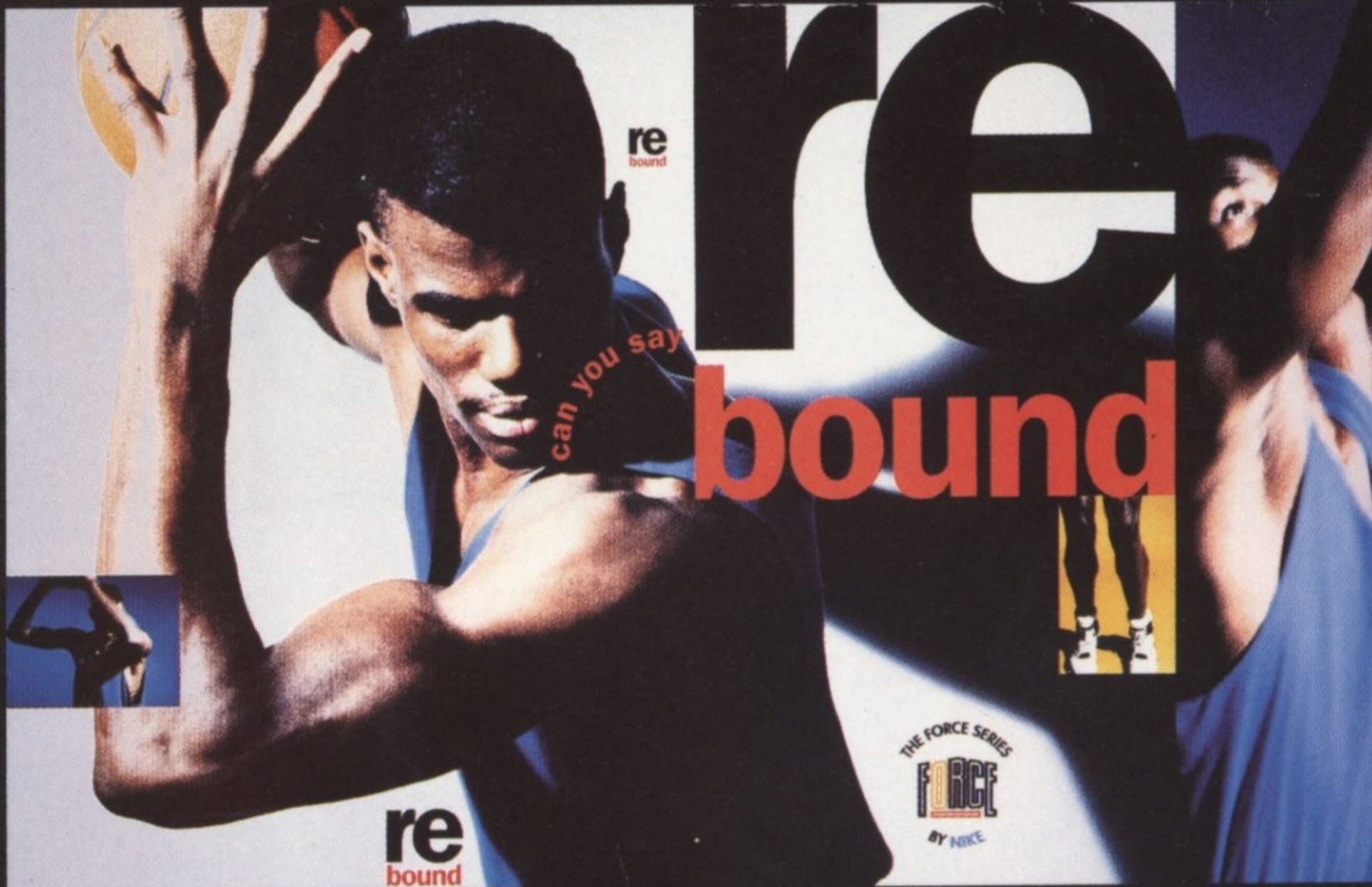
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SUPERETTE
HIGH FASHION



09 COLLECTION

SARTI TAILORS



re
bound

can you say

bound

re
bound

THE FORCE SERIES
FORCE
BY NIKE

55 创新N-ergy技术
超强避震减压



TOTAL FIT
new balance

全面体贴设计舒适合脚的88个功能, 88个爱跑的理由

88

曾经很喜欢对抗性的运
当你拼尽全力赢了对手
当然的, 伴之而来的代价就是
到了一双

物, 生活从此有了全新的
跑的自由和乐趣, 就算再
钟去外面跑一两圈。随
也不需要
场地。跑

得很轻松, 我不需要跟别
赢。只要运动, 不要比赛。我
动的本质。这是关于跑步

动, 我觉得这跟工作一样。
时, 你会很有成就感。当
自己这根弦总是绷得紧紧

一天我收
跑鞋做礼
开始。慢慢地, 我体会到
忙, 每天我都能挤出几分
时随地一个人想跑就跑。

去约人订
步让我觉
人竞争, 我不需要去计较输
爱跑, 因为跑让我回到运
的第55个故事, 你的呢?

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オードゥ パルファム 11,550円(本体11,000円)より/フリスト&スプレー(オードゥ トワレット) 10,500円(本体10,000円)



Dior

Chérie



NEIMAN MARCUS / SAKS FIFTH AVENUE



It's the end of the world without it.





It's the end of the world without it.





It's the end of the world without it.



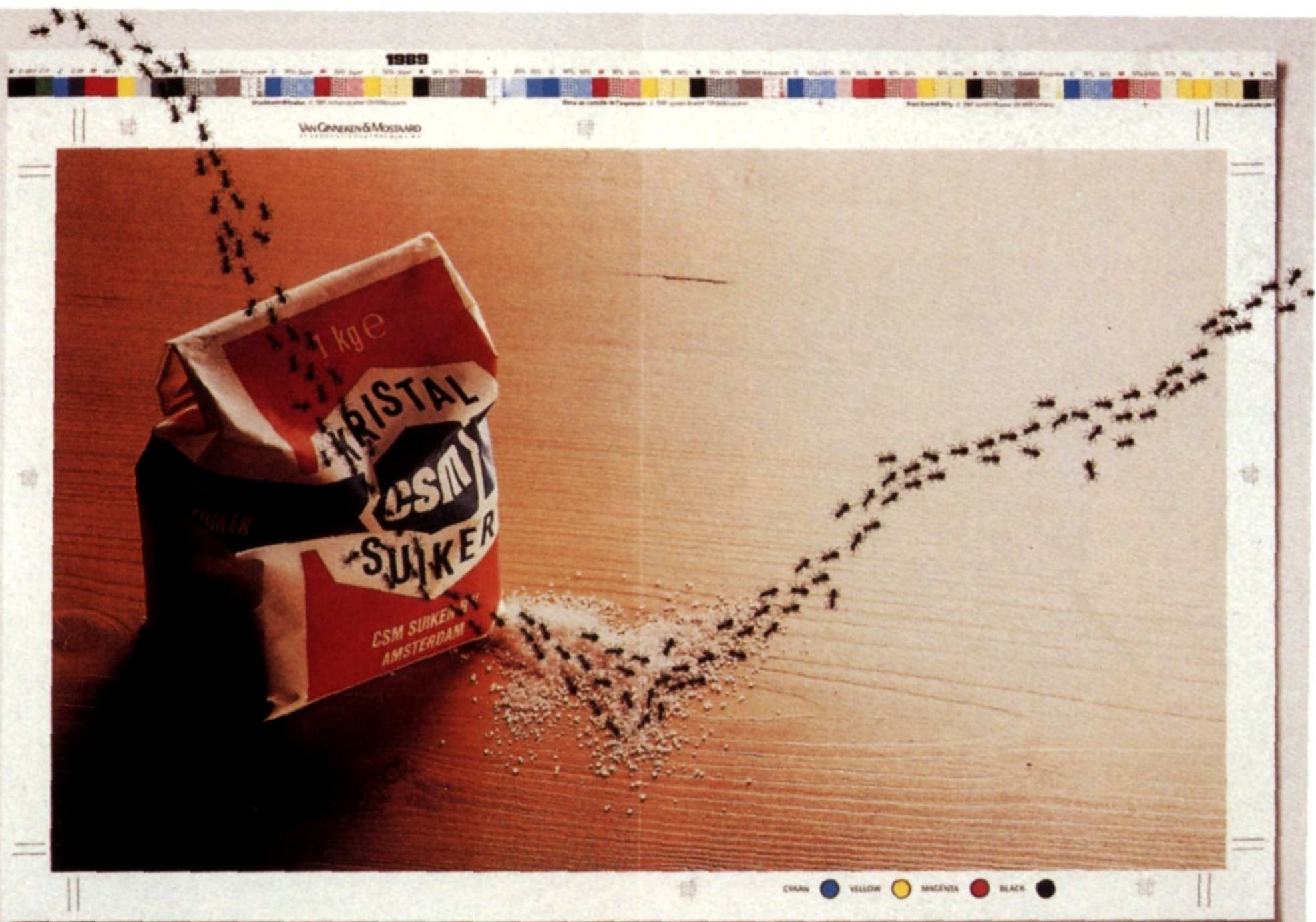




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TREBALLS D'ALUMNES

Cartells publicitaris creats per estudiants
de 4t d'ESO de l'IES Eugeni d'Ors



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