

L’Affichomania: The Passion for French Posters

In late nineteenth-century Paris, during the Belle Époque era (1815-1910), colorful posters peppered boulevard walls and kiosks. The artist-designers, including Henri de Toulouse-Lautrec and Alphonse Mucha, used popular images of the time to sell all types of products. The enthusiasm for these posters was known as *l’affichomanie*.

Add these words to your French vocabulary and look for them on posters in *L’Affichomania*.

la fille	(girl)
le chat	(cat)
le vélo	(bicycle)
la fleur	(flower)
le parapluie	(umbrella)
l’oiseau	(bird)
trois	(three)

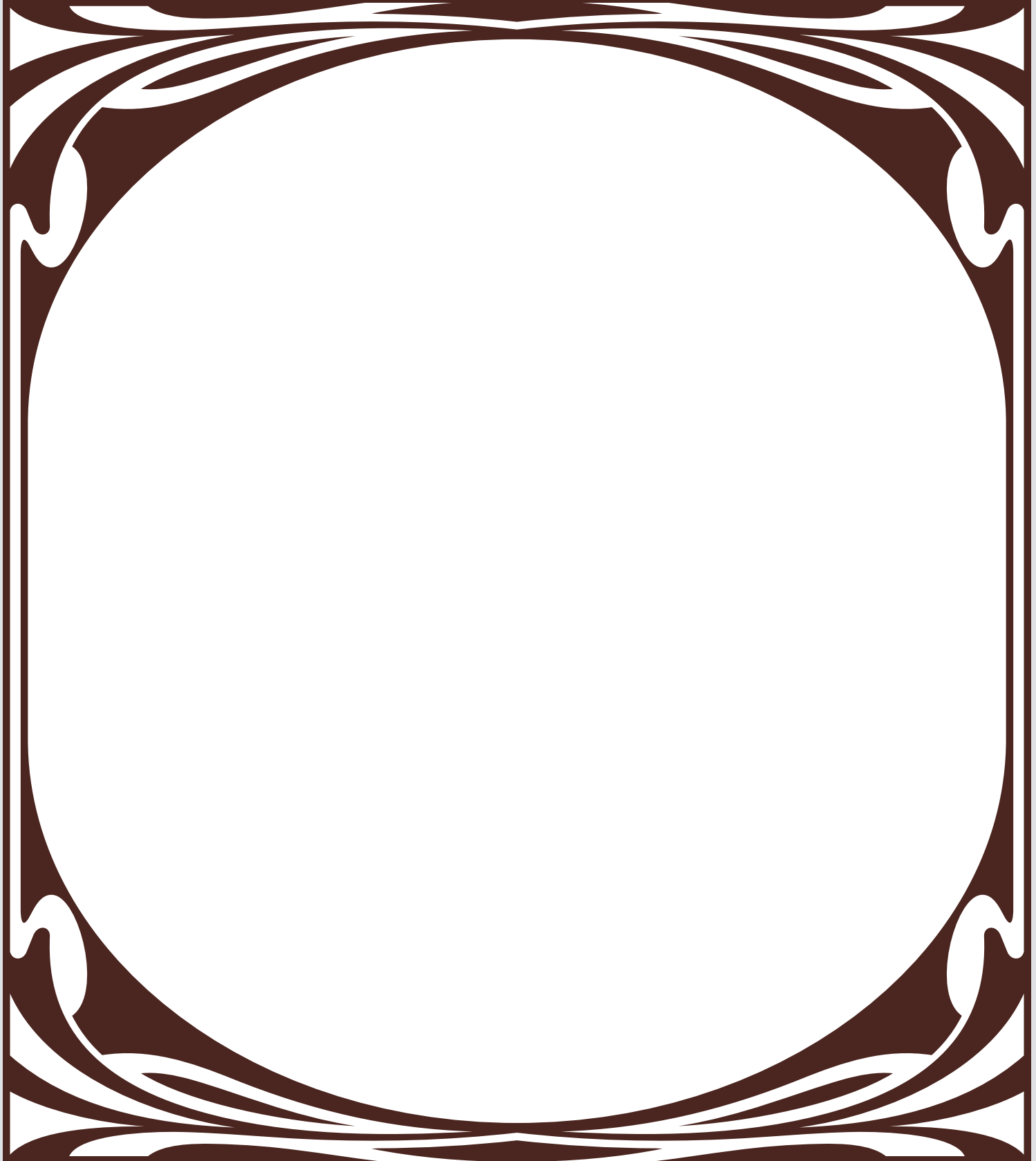


Théophile Alexandre Steinlen’s poster advertised motorized bicycles. Using the colors as a guide, match the French and English words used to describe the image.

le motocycle	black
la femme	red
l’oie	motorcycle
rouge	woman
noir	goose

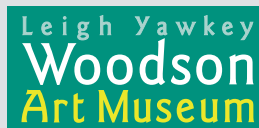
Théophile Alexandre Steinlen, *Motocycles Comiot*, 1899, color lithograph, photograph by John Faier, © 2015, courtesy of The Richard H. Driehaus Museum

Design a poster for something you'd want to buy;
incorporate French words, if you can.



©2020 by the Leigh Yawkey Woodson Art Museum Education Department

L'Affichomania: The Passion for French Posters was organized by The Richard H. Driehaus Museum, Chicago, and toured by International Arts & Artists, Washington, D.C.



700 North Twelfth Street
Wausau, WI 54403
715.845.7010
www.lywam.org

Connect with Us



Weekly blog Woodson Wanderings

Always FREE Admission