

L’Affichomania: The Passion for French Posters

In late nineteenth-century Paris, during the Belle Époque era (1875-1910), 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) |

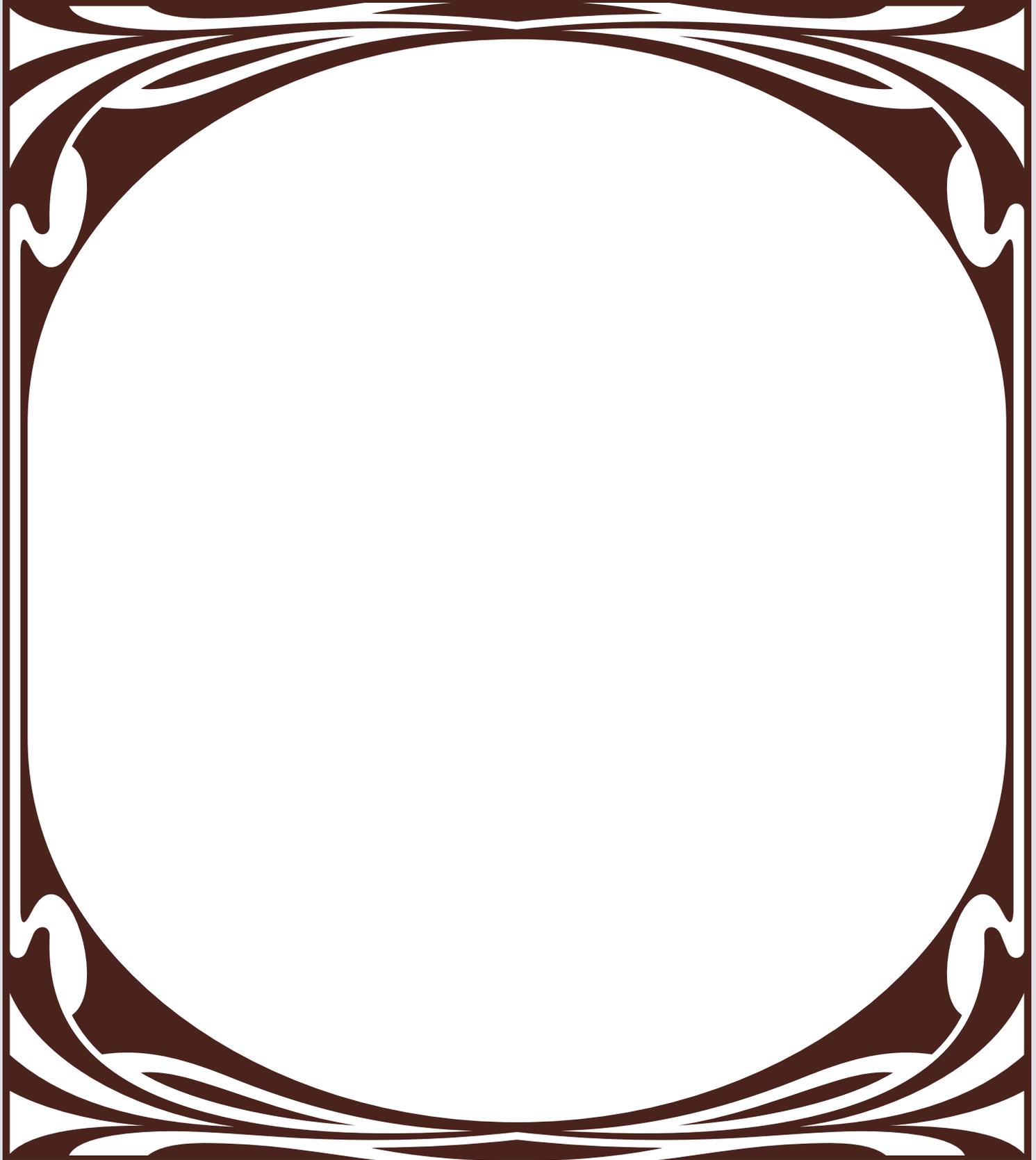


Théophile Alexandre Steinlen’s poster advertised motorized bicycles. Using the colors as a guide, match the French and English words used to describe the image.

| | |
|--------------|------------|
| 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.



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