

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

Over ➡

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

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