

## Embracing an Icon: The Posters of Bernard Villemot

**George Bon Salle**

**Jeanne Bon Salle**

Posters Please (Square One Publishers, dist.) (May 1, 2015)

Hardcover \$70.00 (320pp)

978-0-9792746-1-9

Bernard Villemot, the last great commercial/poster artist, lived in Paris his entire life (no surprise), drew inspiration from Henri Matisse, Marc Chagall, Raoul Dufy, and other fine artists of his time (early-mid twentieth century), and left an immeasurable mark on modern advertising and graphic art. This splendid homage reproduces all of the artist's 565 commercial designs for film, tourism, sports competitions, the beauty and cosmetics industries, etc., in addition to the iconic work he did for Bally, Orangina, and Perrier.

MATT SUTHERLAND (Fall 2015)

*Disclosure: This article is not an endorsement, but a review. The publisher of this book provided free copies of the book to have their book reviewed by a professional reviewer. No fee was paid by the publisher for this review. Foreword Reviews only recommends books that we love. Foreword Magazine, Inc. is disclosing this in accordance with the Federal Trade Commission's 16 CFR, Part 255.*