

# **o cartaz ilustrado**

aula 3

**O cartaz cultural:  
1940-1970**

professor: rico lins

# O Cartaz Cultural: anos 1940-1970

Com a impressão offset a fotografia se expande como expressão gráfica e é incorporada ao cartaz de cinema, teatro e artes visuais com forte influencia no surrealismo e no modo de ver o mundo.

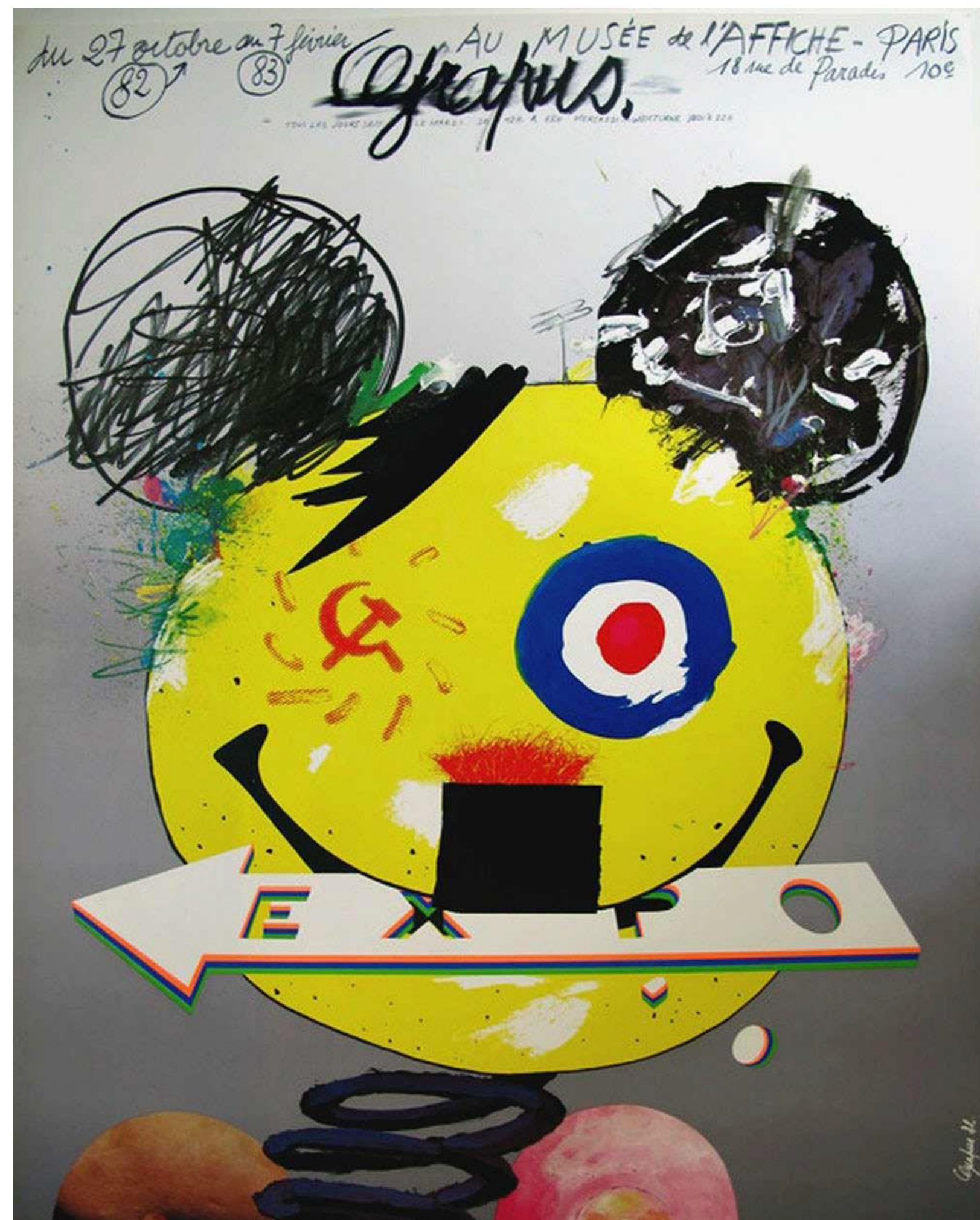
Valorizando mais a ideia do que apenas o resultado plástico, a arte moderna torna o cartaz, do ponto de vista criativo, uma peça gráfica mais conceitual do que decorativa, valorizando sua qualidade estética.

A arte se internacionaliza e com ela o cartaz de cinema, teatro, música, festivais e artes visuais — que se consolidam com as produções polonesa, cubana e também a brasileira com destaque para o Cinema Novo.

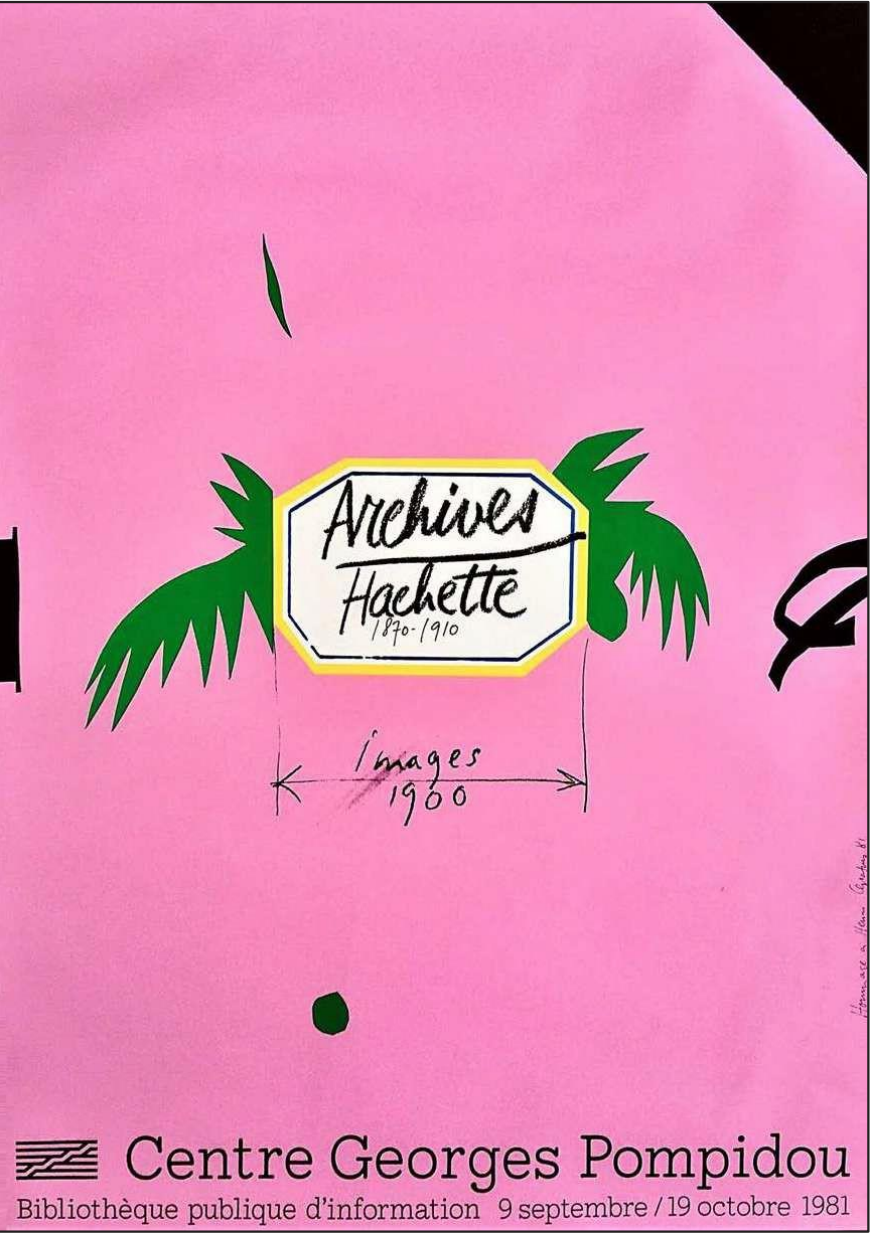
Se no início a linguagem do cinema invade a criação de cartazes, nesse período é o cartaz que passa a invadir o cinema através das precursoras animações de abertura de Saul Bass, onde o cartaz se integra não somente como uma peça de divulgação do filme mas também como um elemento de introdução à narrativa cinematográfica.



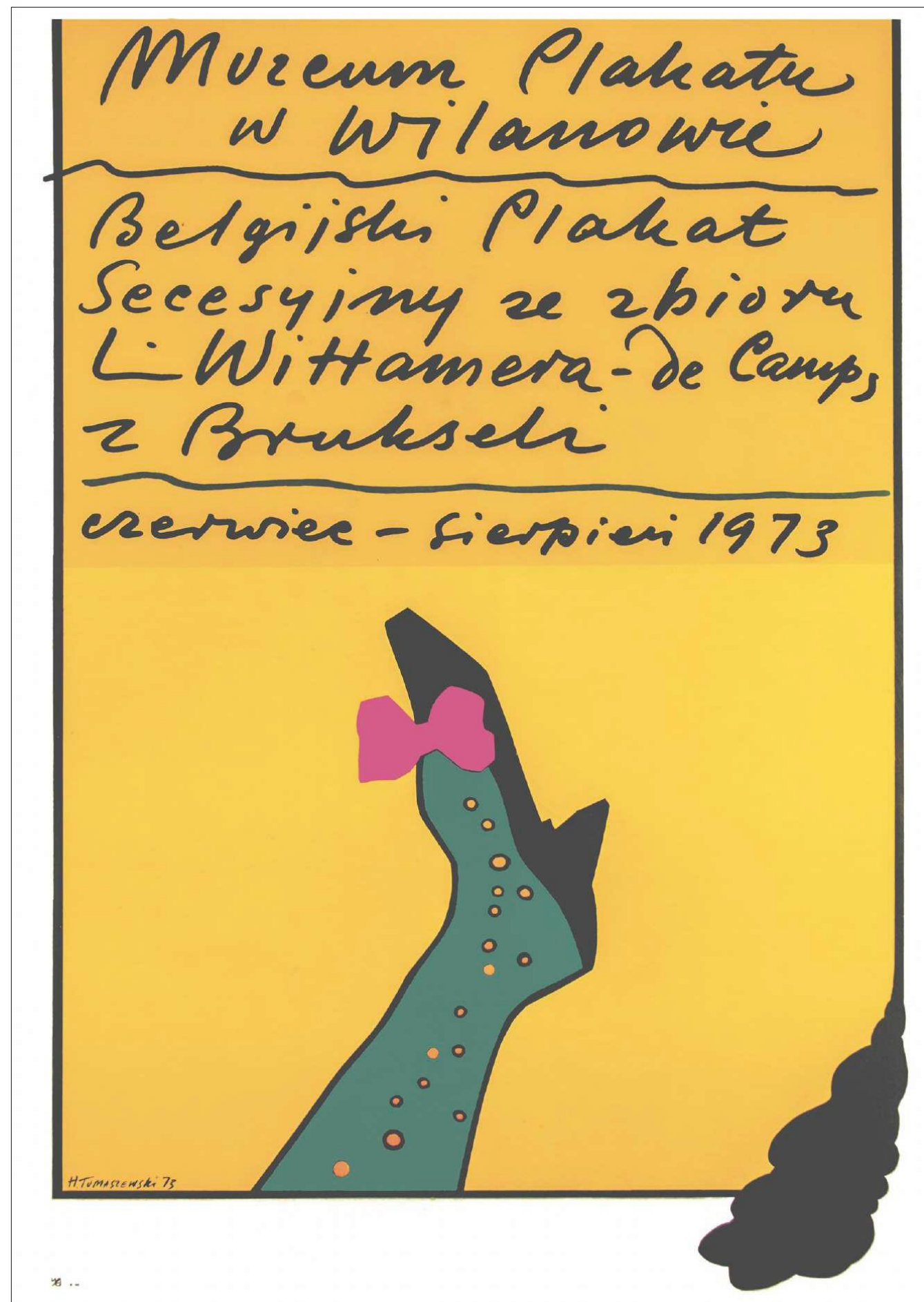
Grapus, 1986



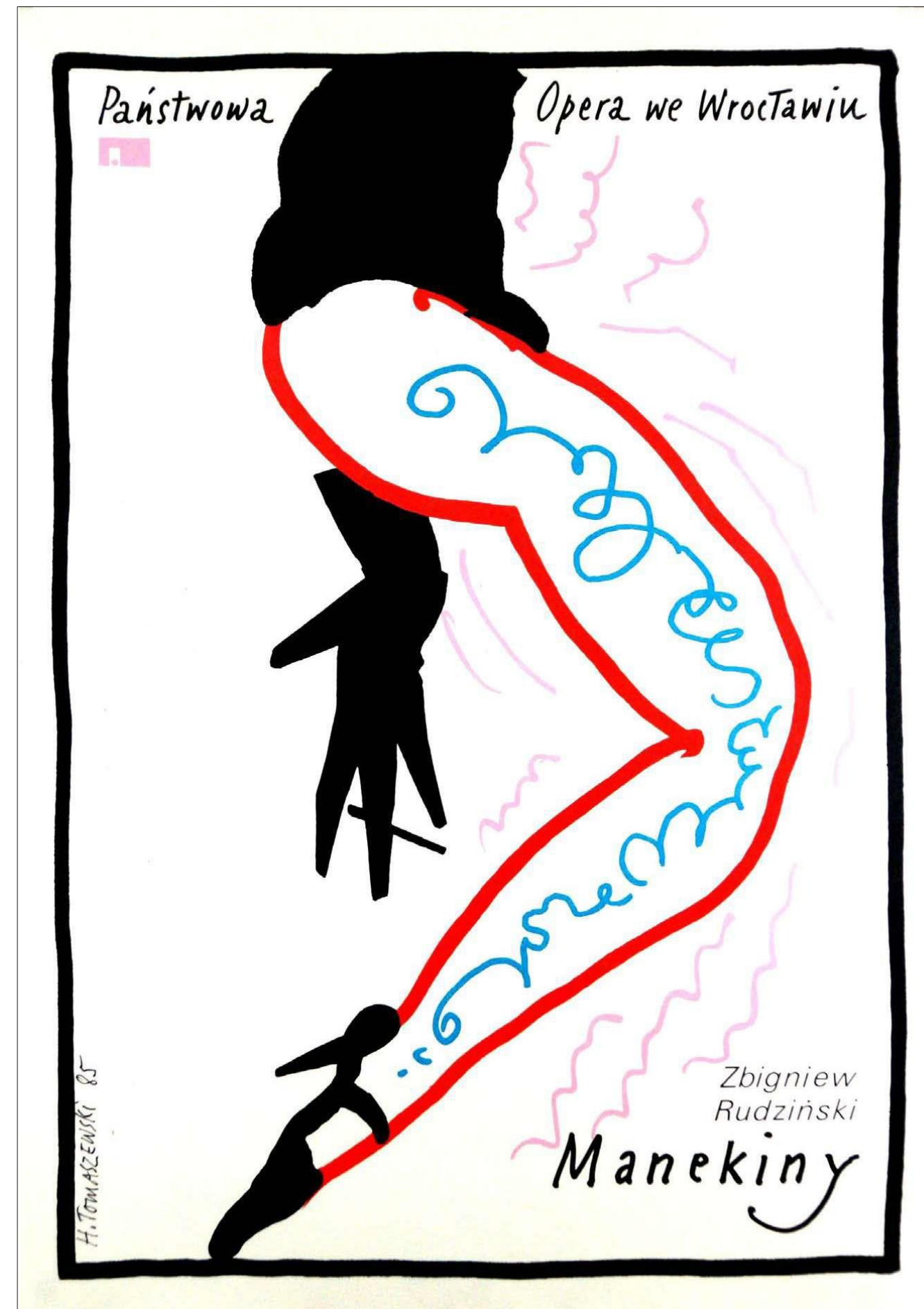
Grapus, 1982



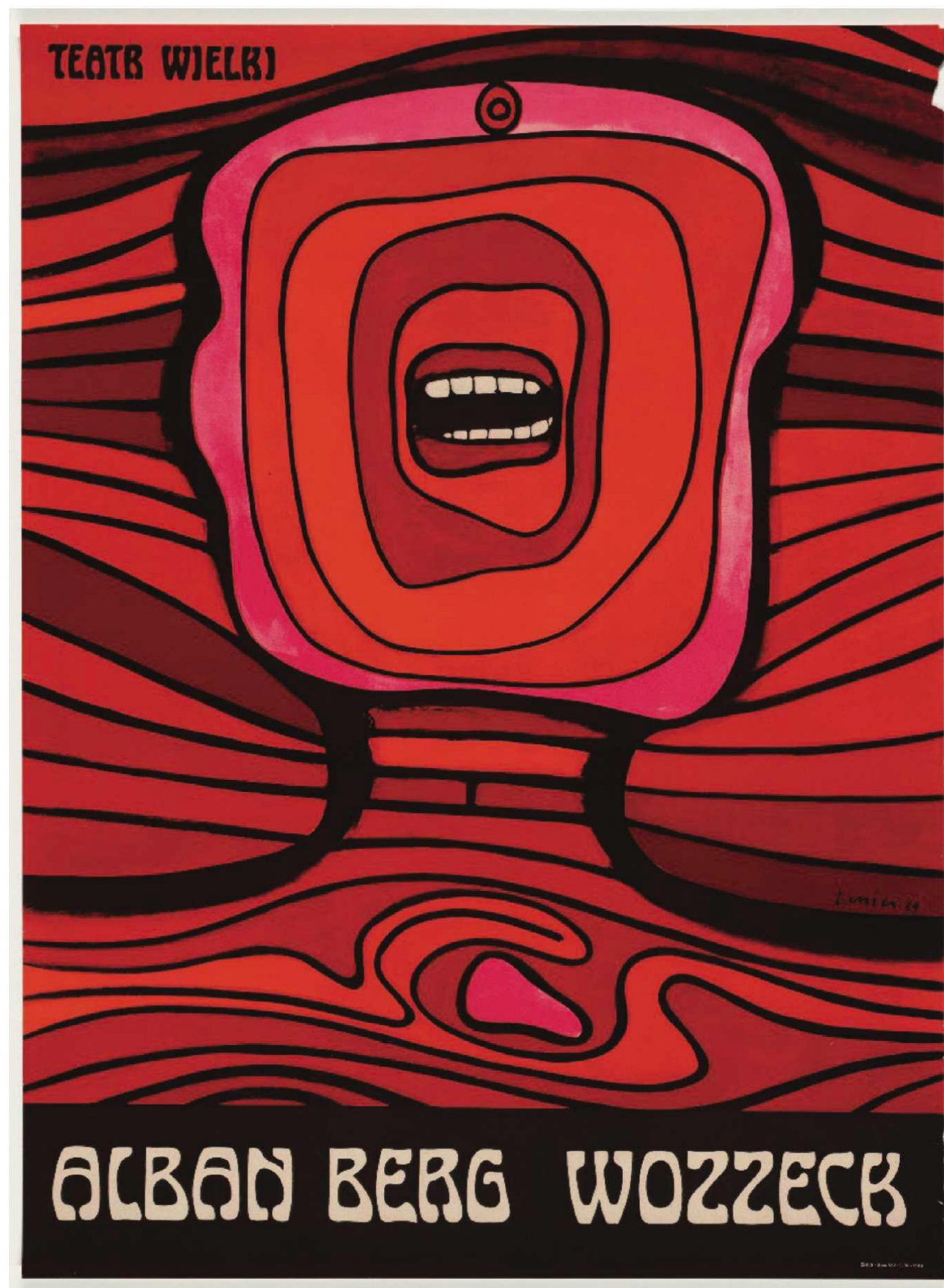
Grapus, 1981-87



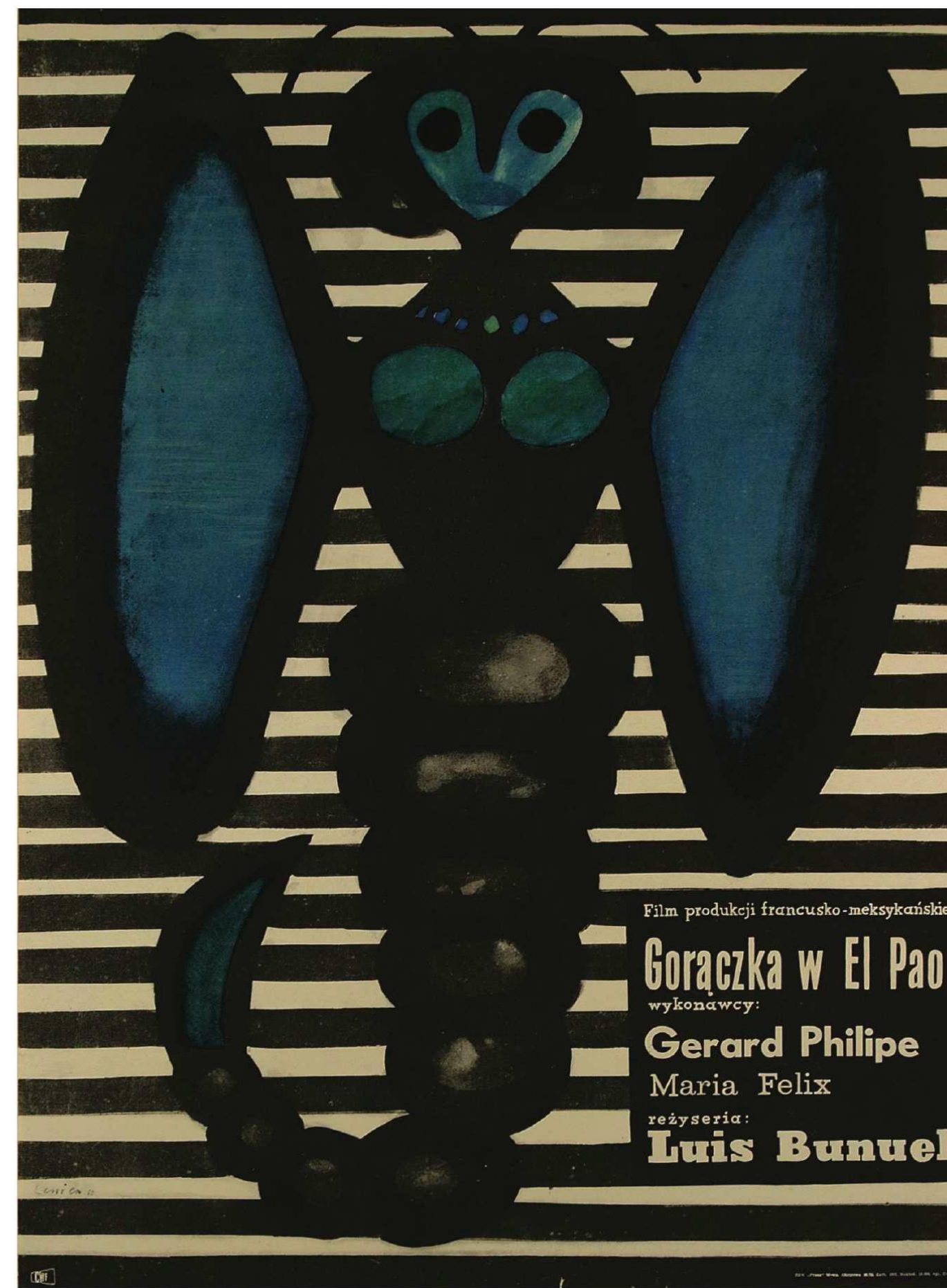
Henryk Tomaszewski, 1975



Henryk Tomaszewski, 1985



Jan Lenica, 1964



Jan Lenica, s/d



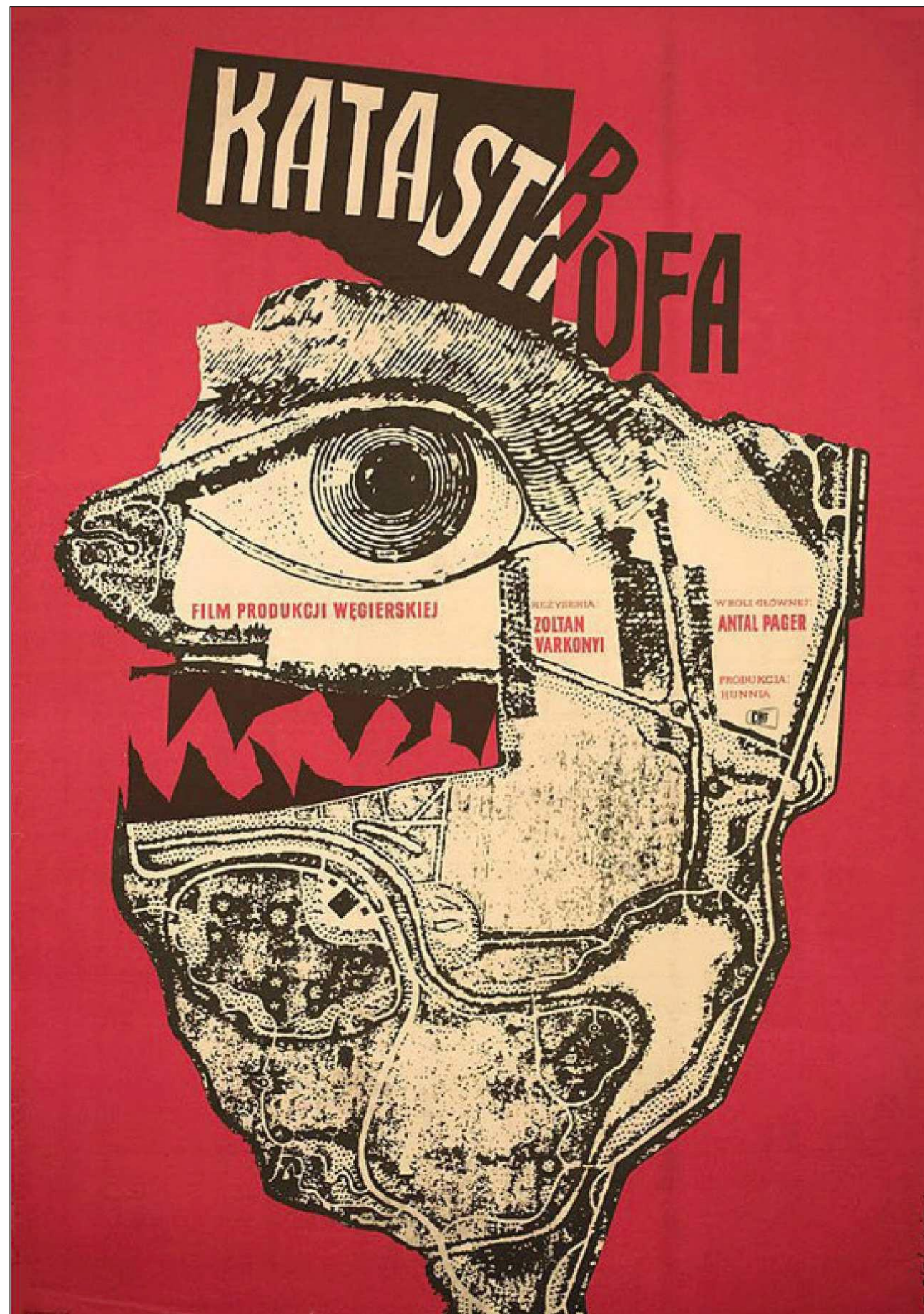
Jan Lenica, s/d



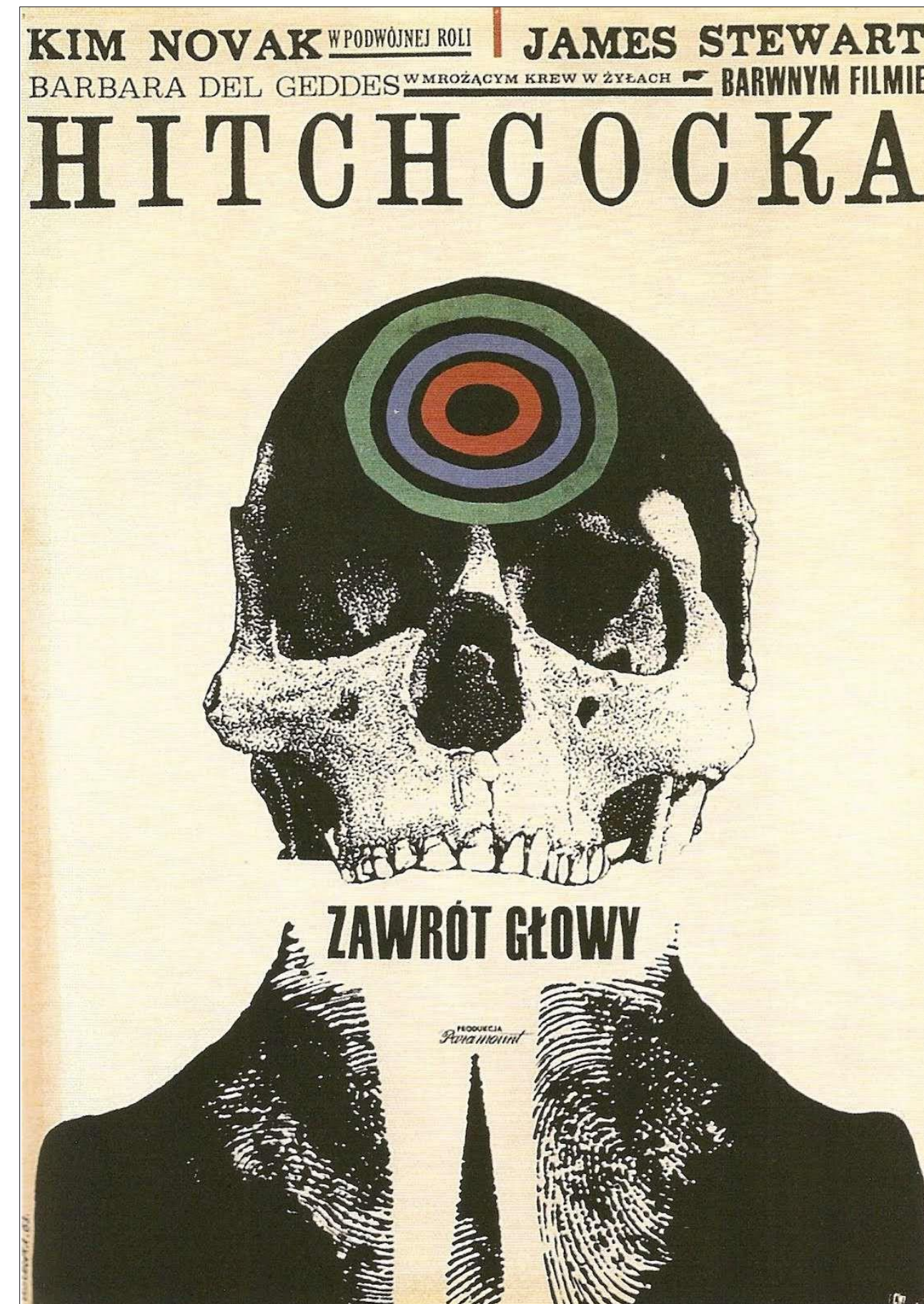
Jan Lenica, 1966



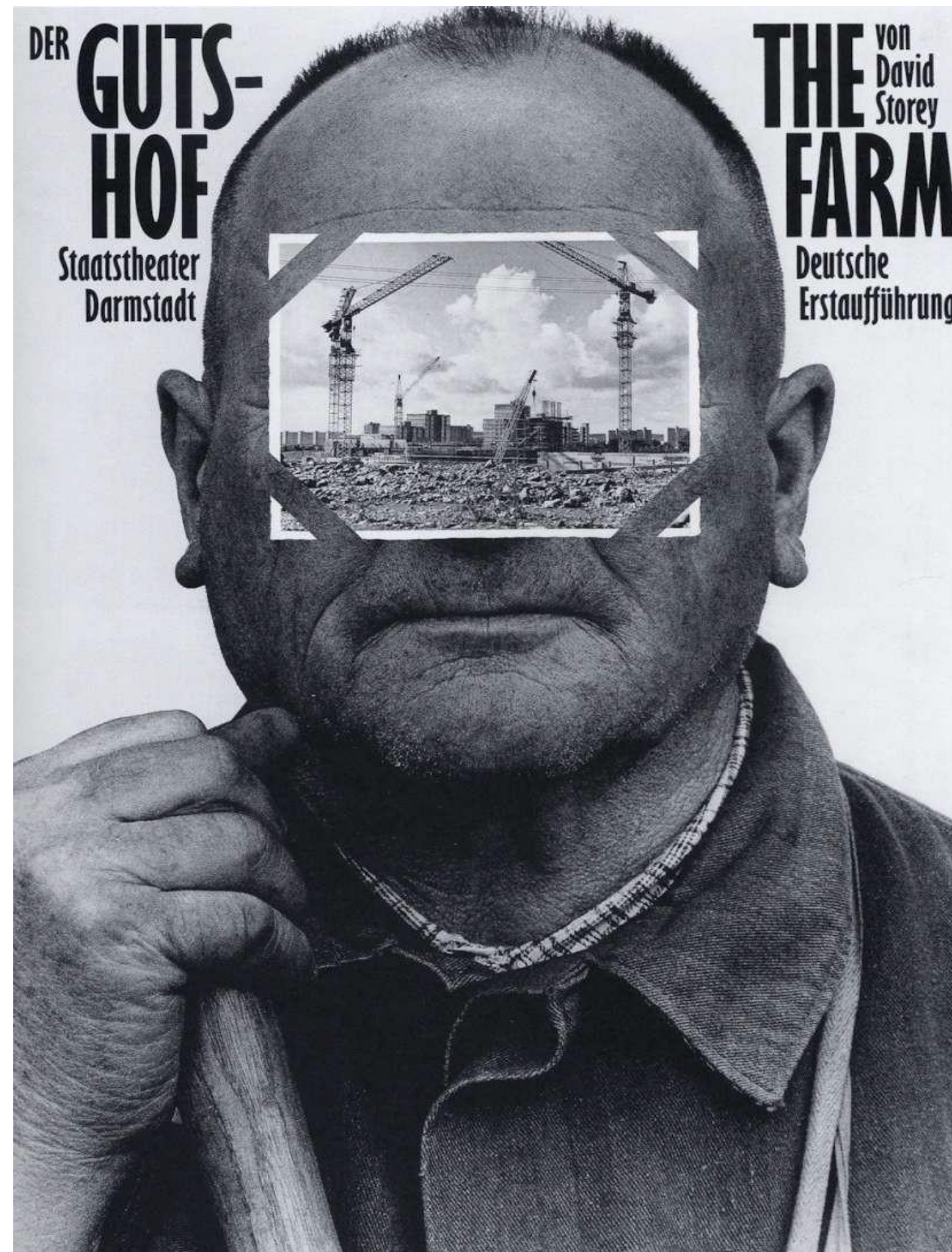
Jan Lenica, s/d



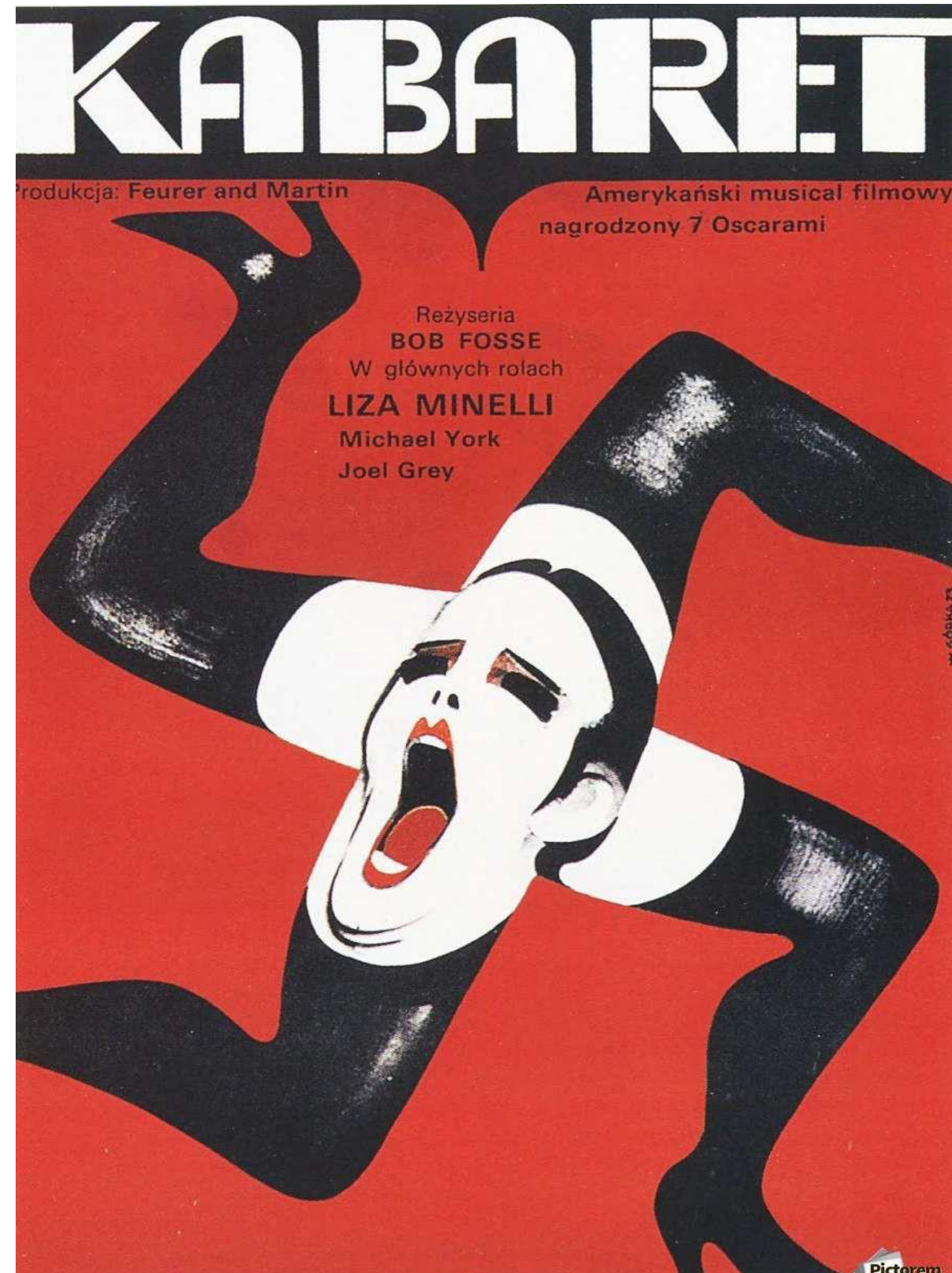
Roman Cieslewicz, 1961



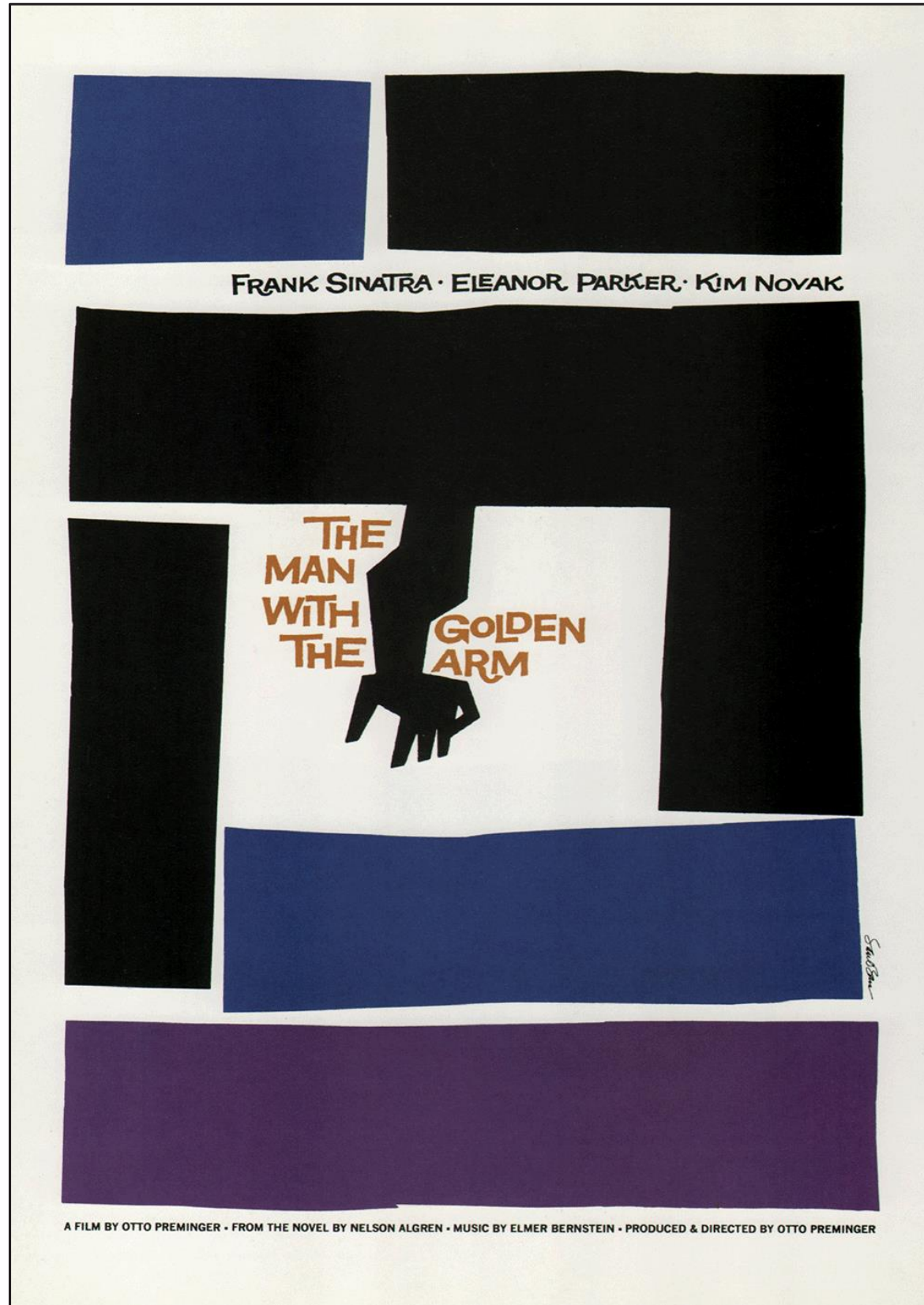
Roman Cieslewicz, 1961



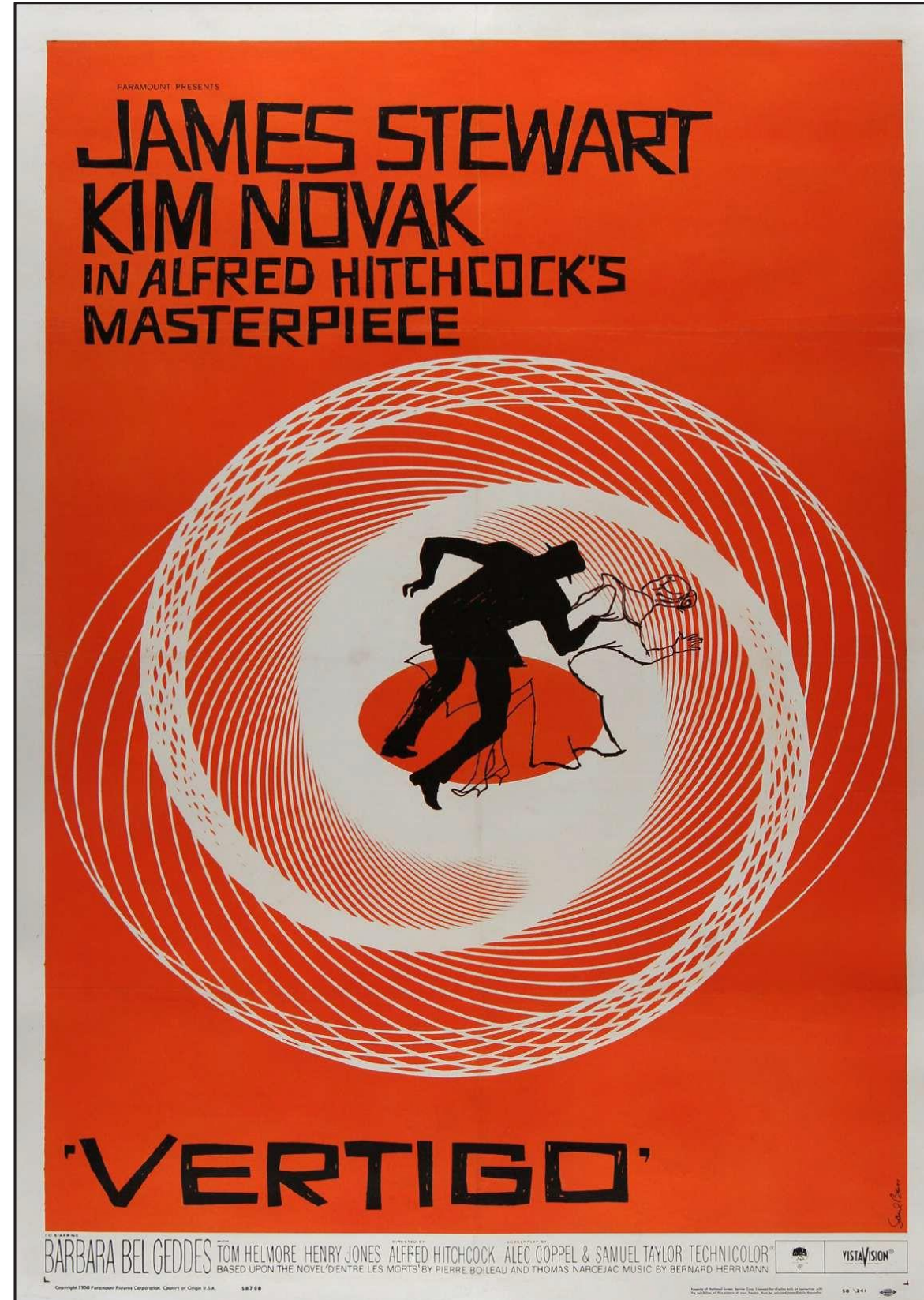
Frieder Grindler, 1975



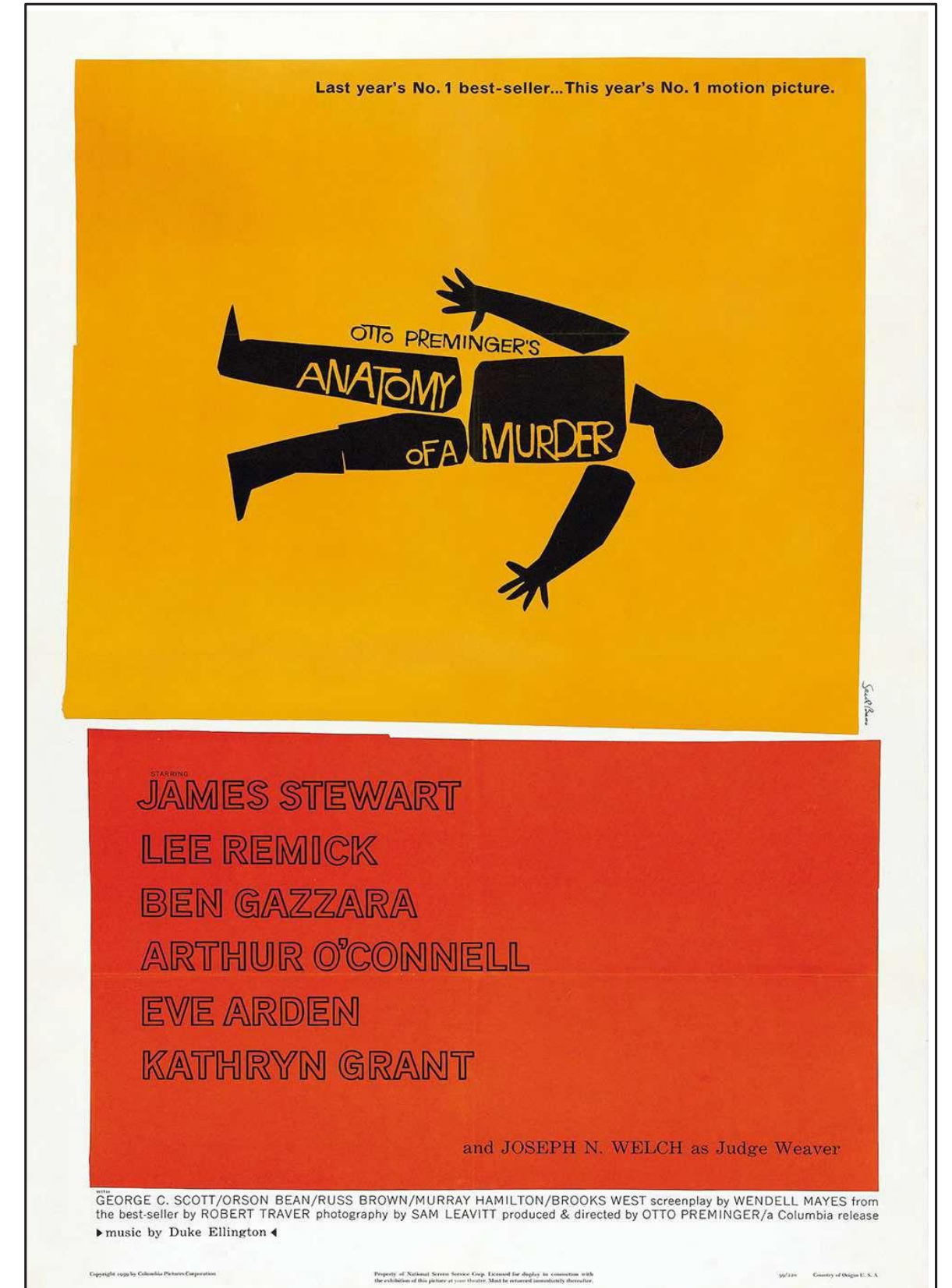
Wiktor Gorka, 1973



Saul Bass, 1955



Saul Bass, 1958



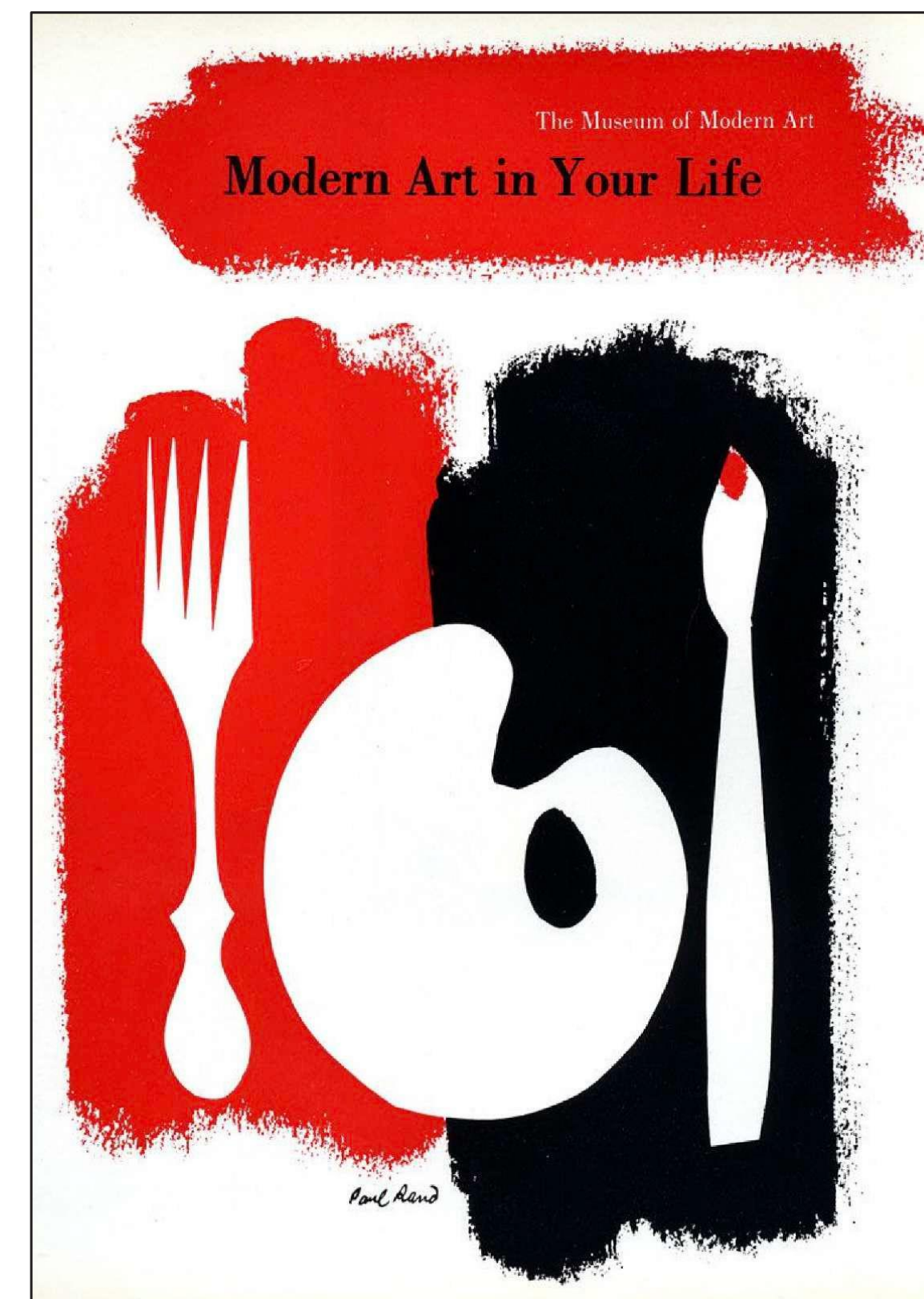
Saul Bass, 1959



Paul Rand, 1950



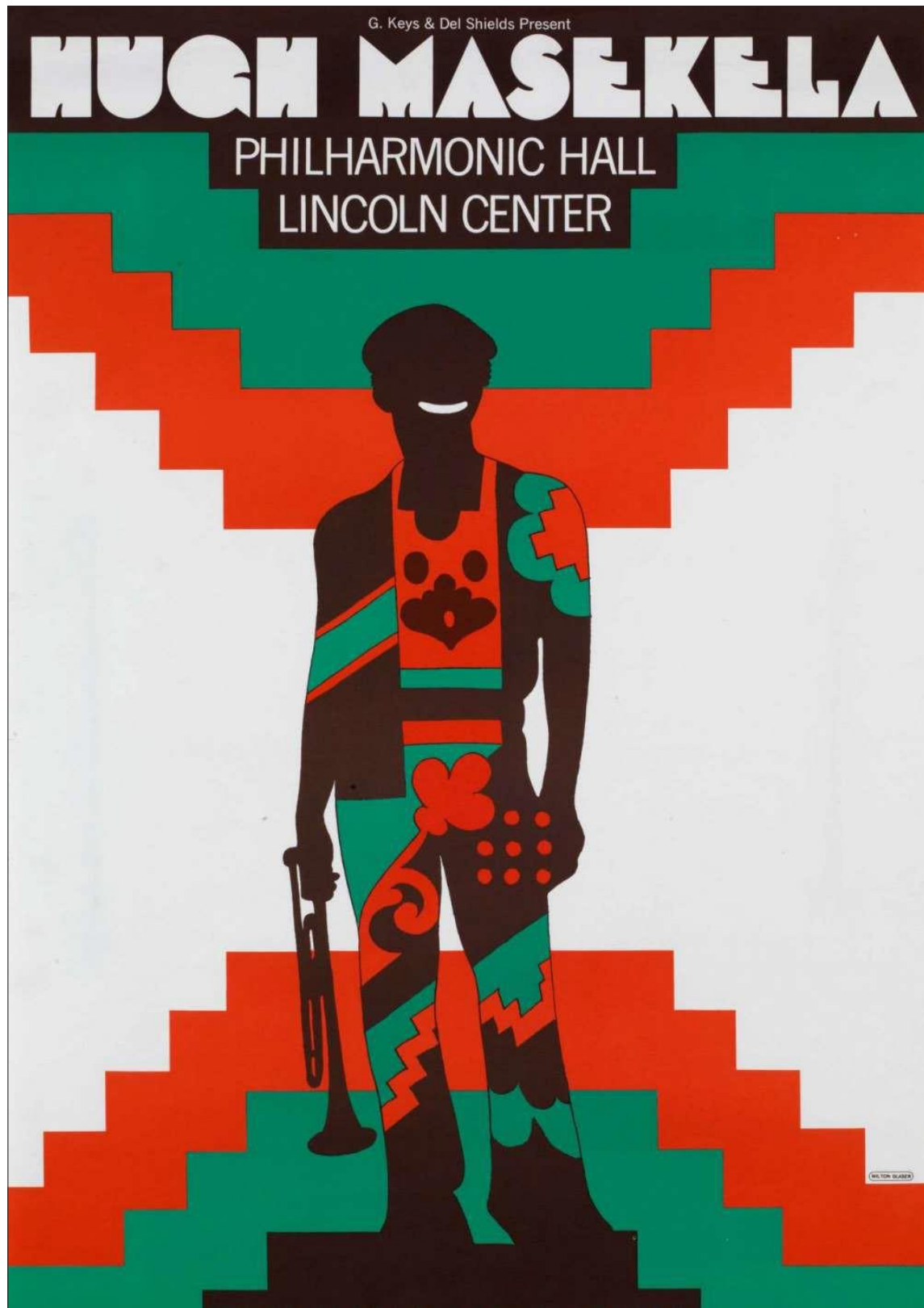
Paul Rand, s/d



Paul Rand, s/d



Milton Glaser, 1980



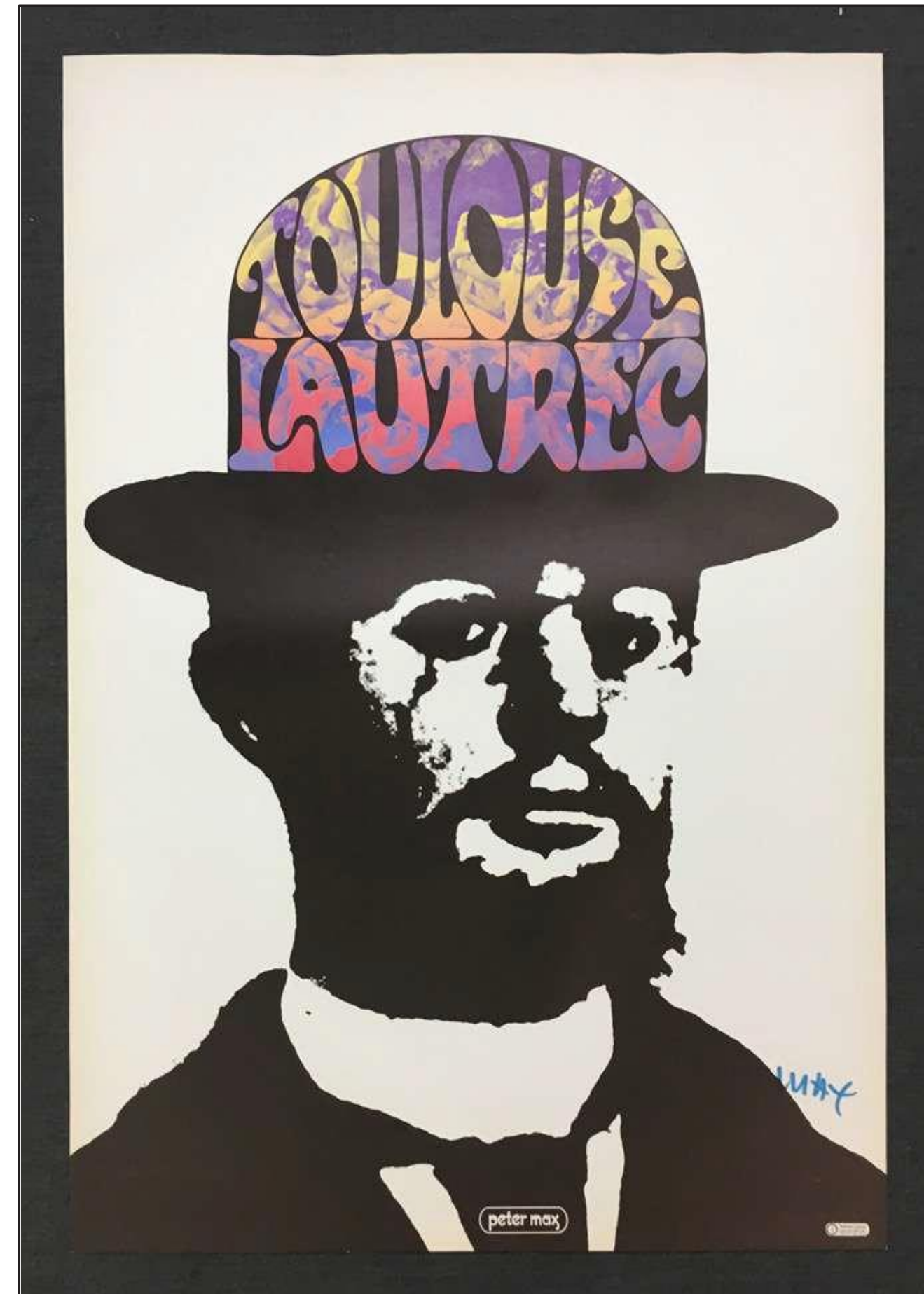
Milton Glaser, 1967



Milton Glaser, 1967



Milton Glaser, 1990



Peter Max, 1969

copacabana filmes apresenta

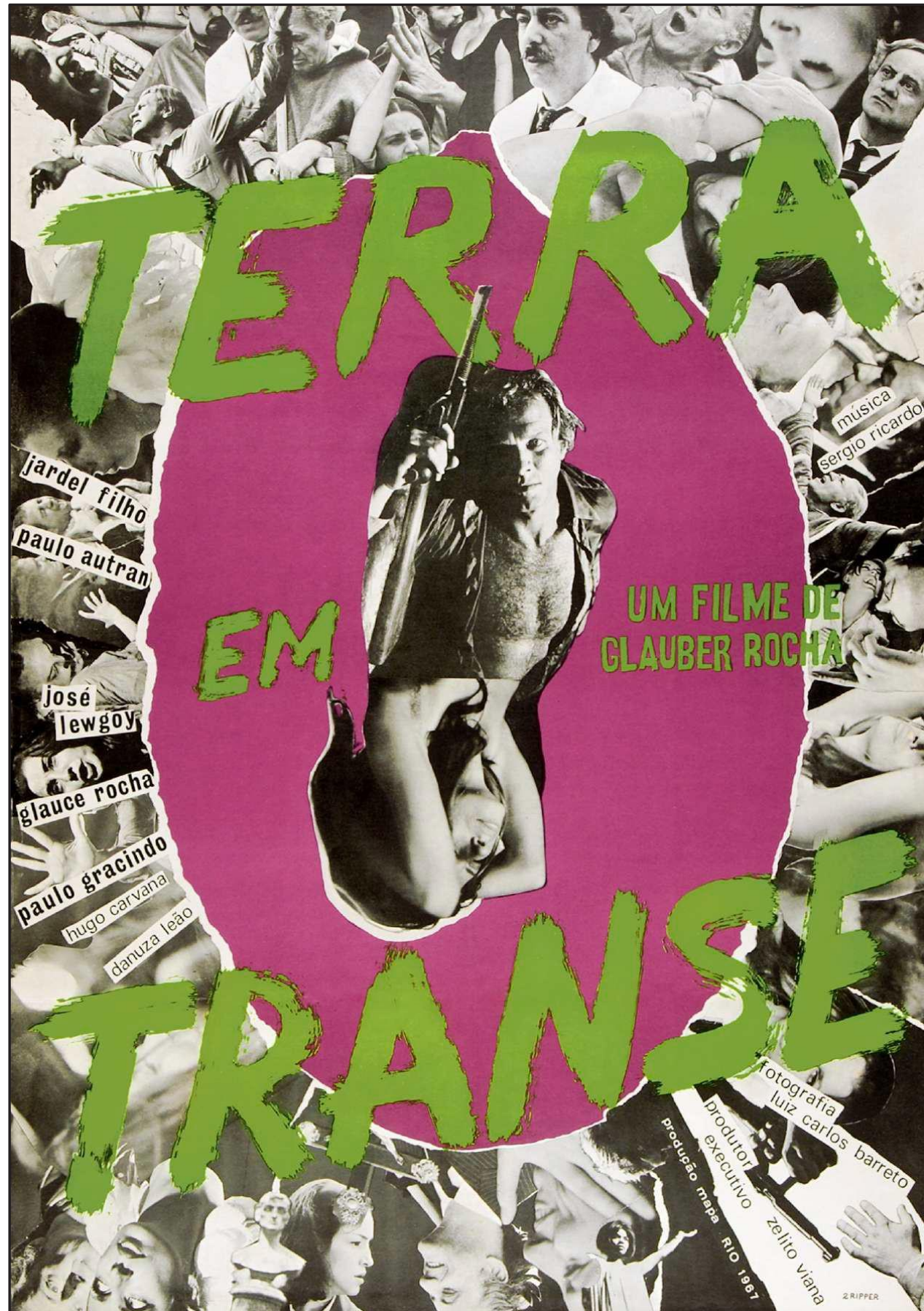
deus e o diabo  
na terra do sol

yoná magalhães  
gerald d'el rey  
othon bastos  
mauricio do valle

um filme de glauber rocha  
produção: luiz augusto mendes



Rogério Duarte, 1964



Rogério Duarte, 1966



Rogério Duarte, 1969



Rubens Gerchman, 1968



Autor não identificado, 1969



Carybé, 1953



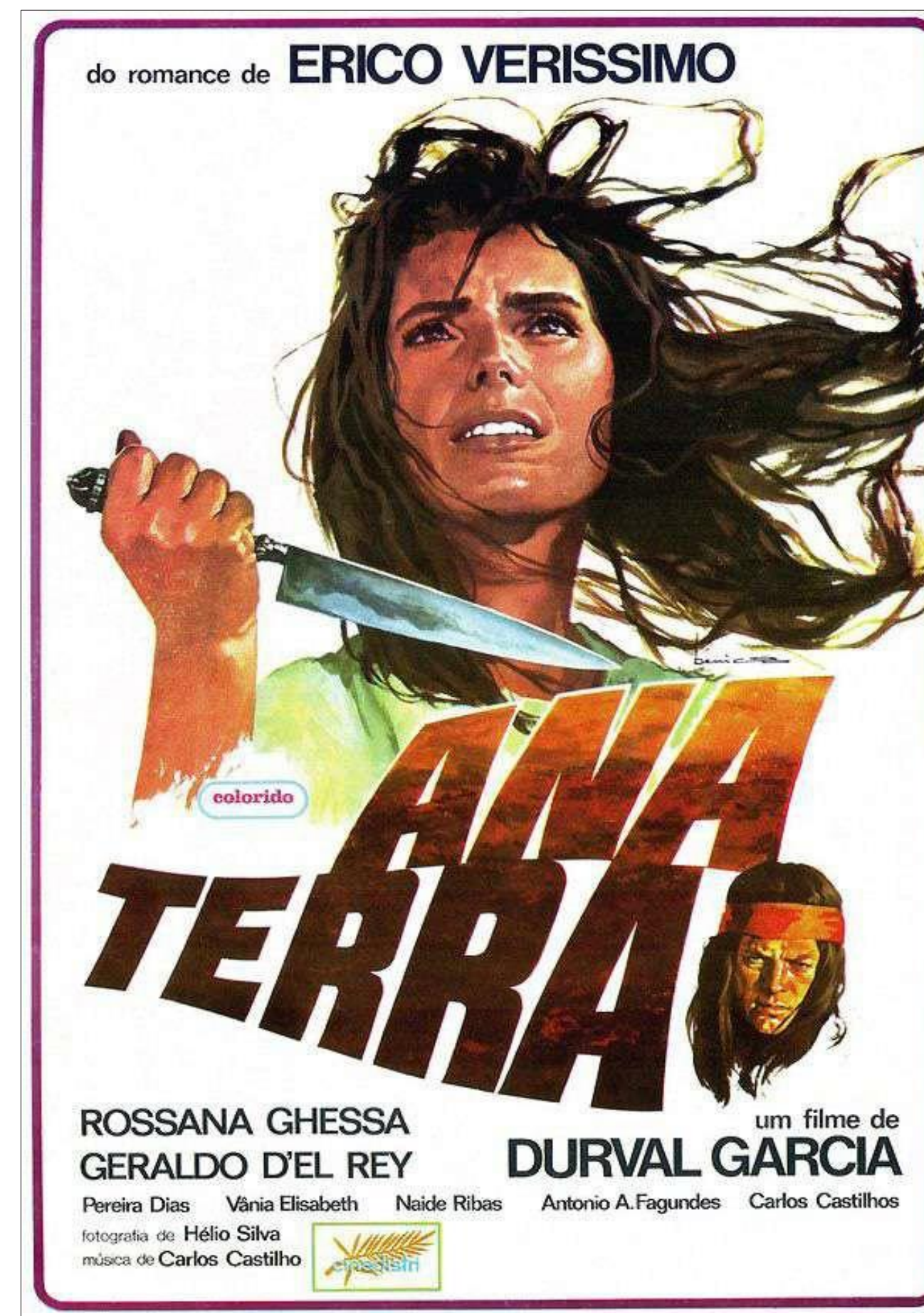
Ziraldó, 1964



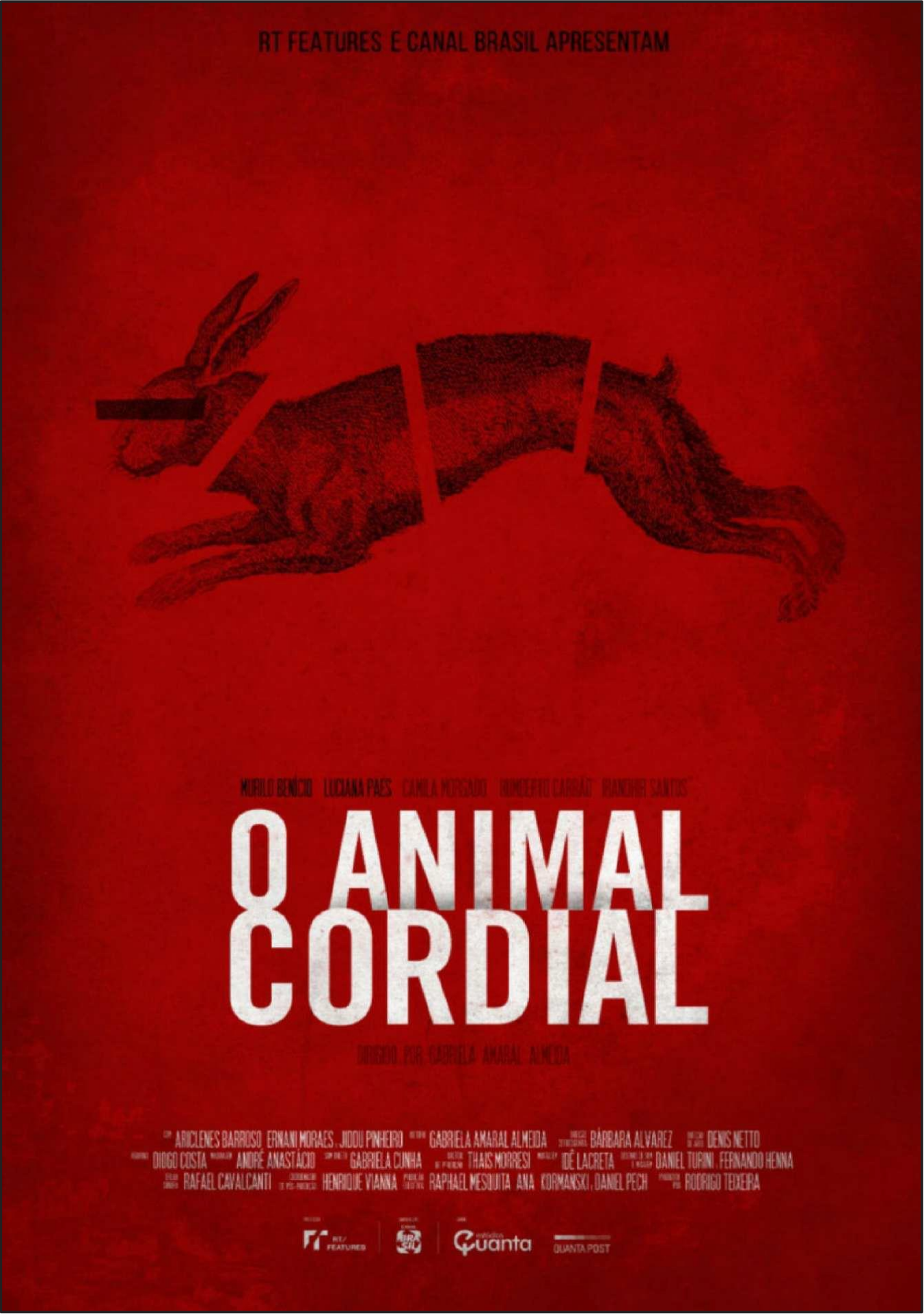
Ziraldó, 1964



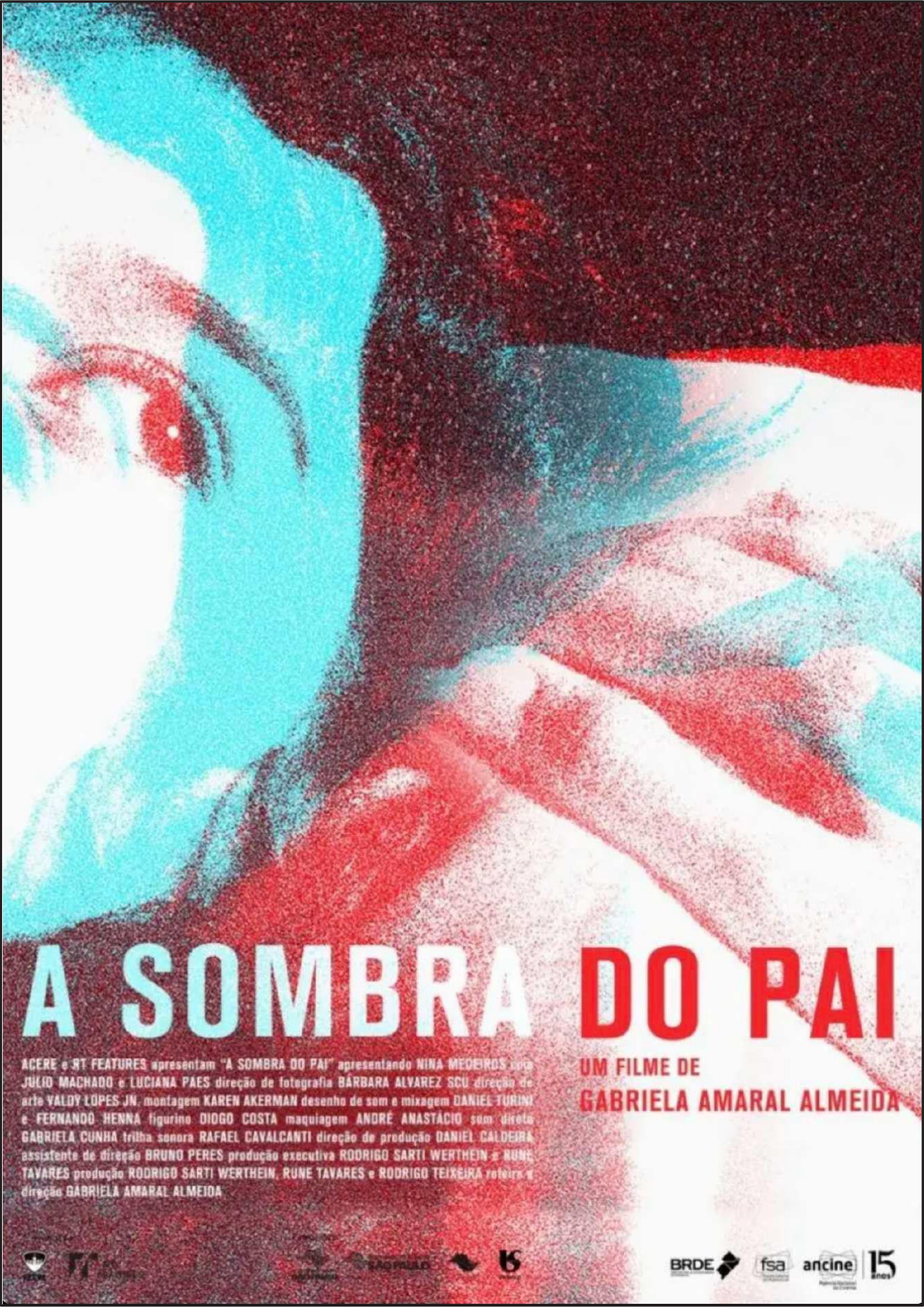
Benício, 1968



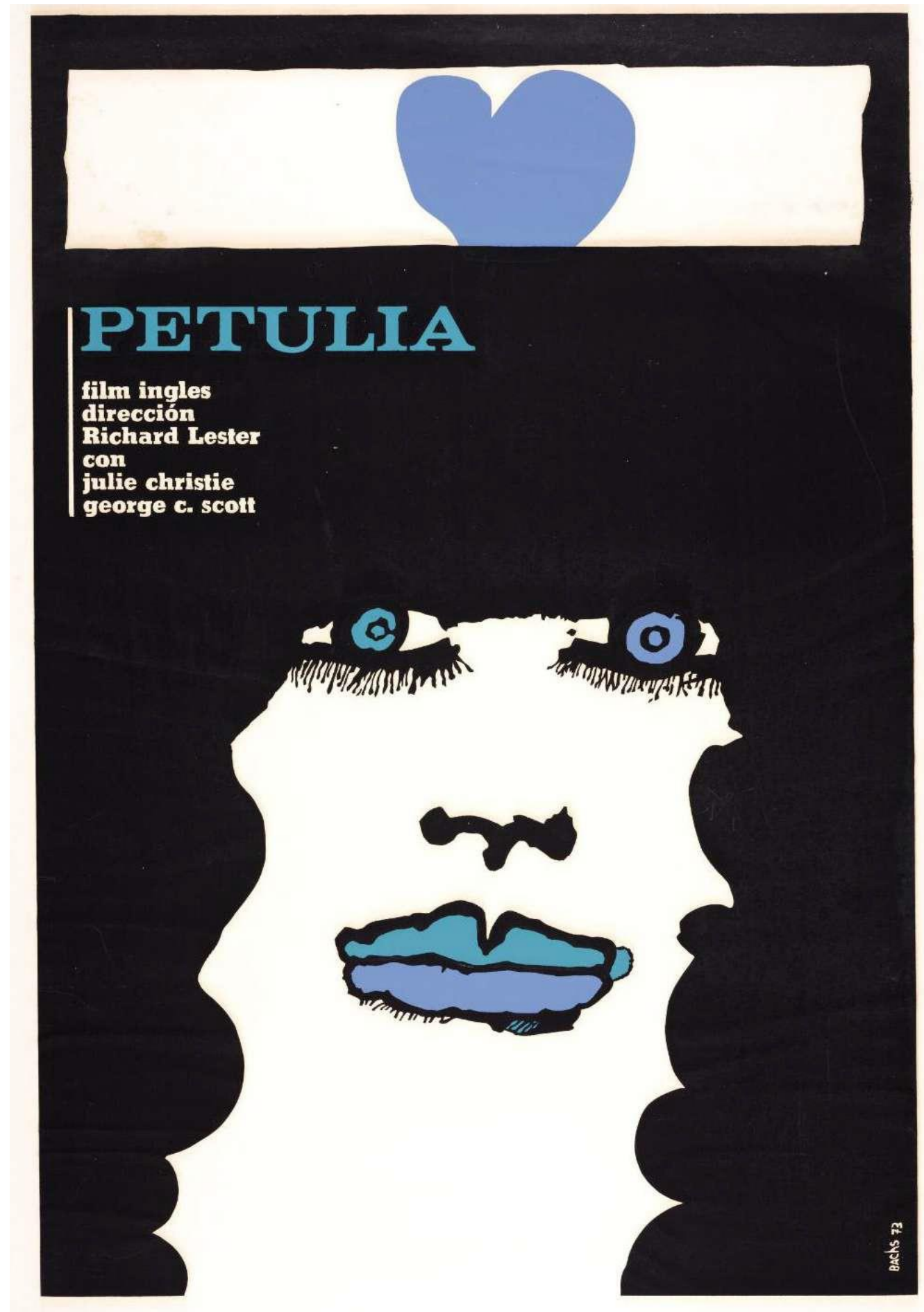
Benício, 1971



Autor não identificado, s/d



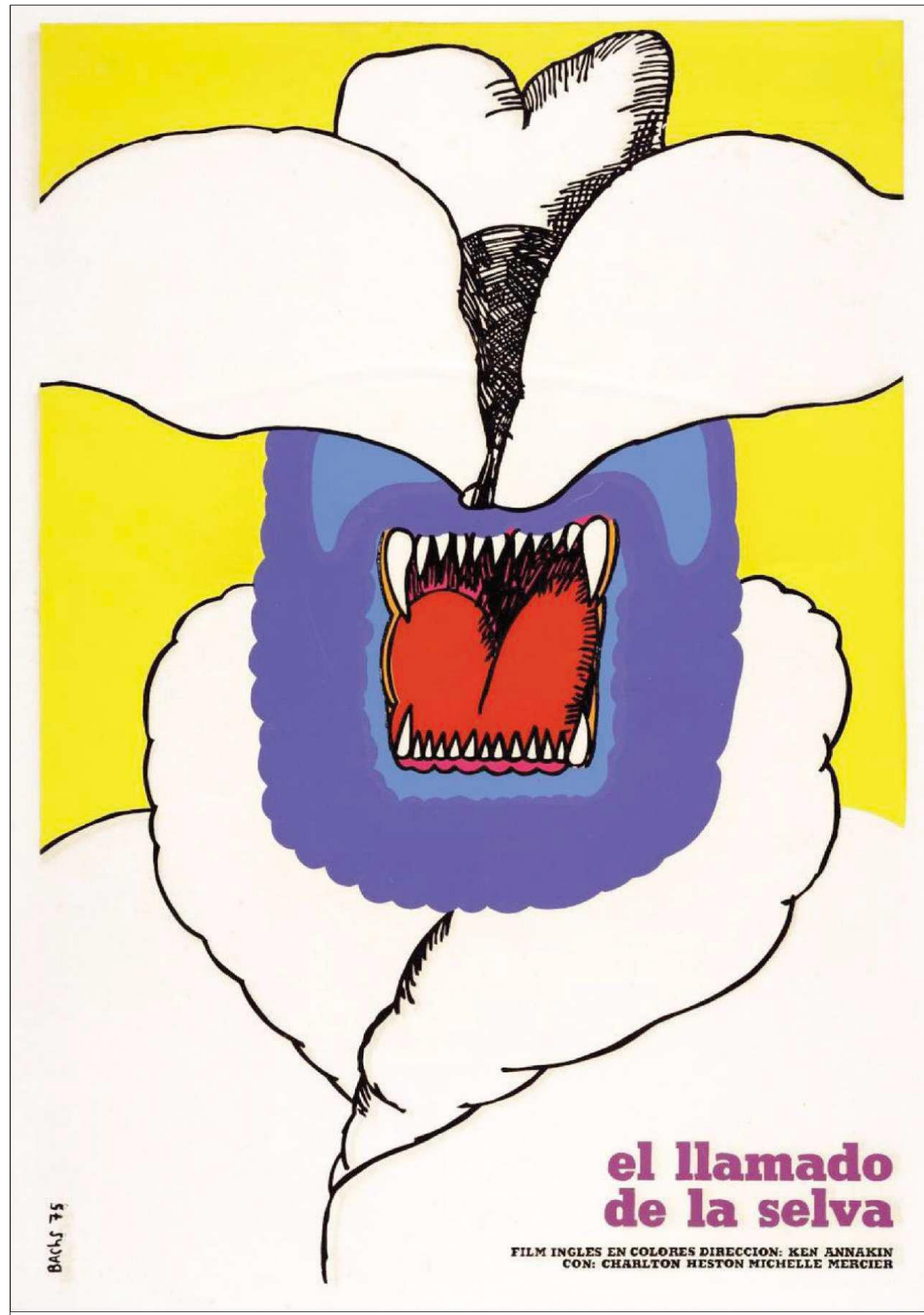
Ana Teresa, s/d



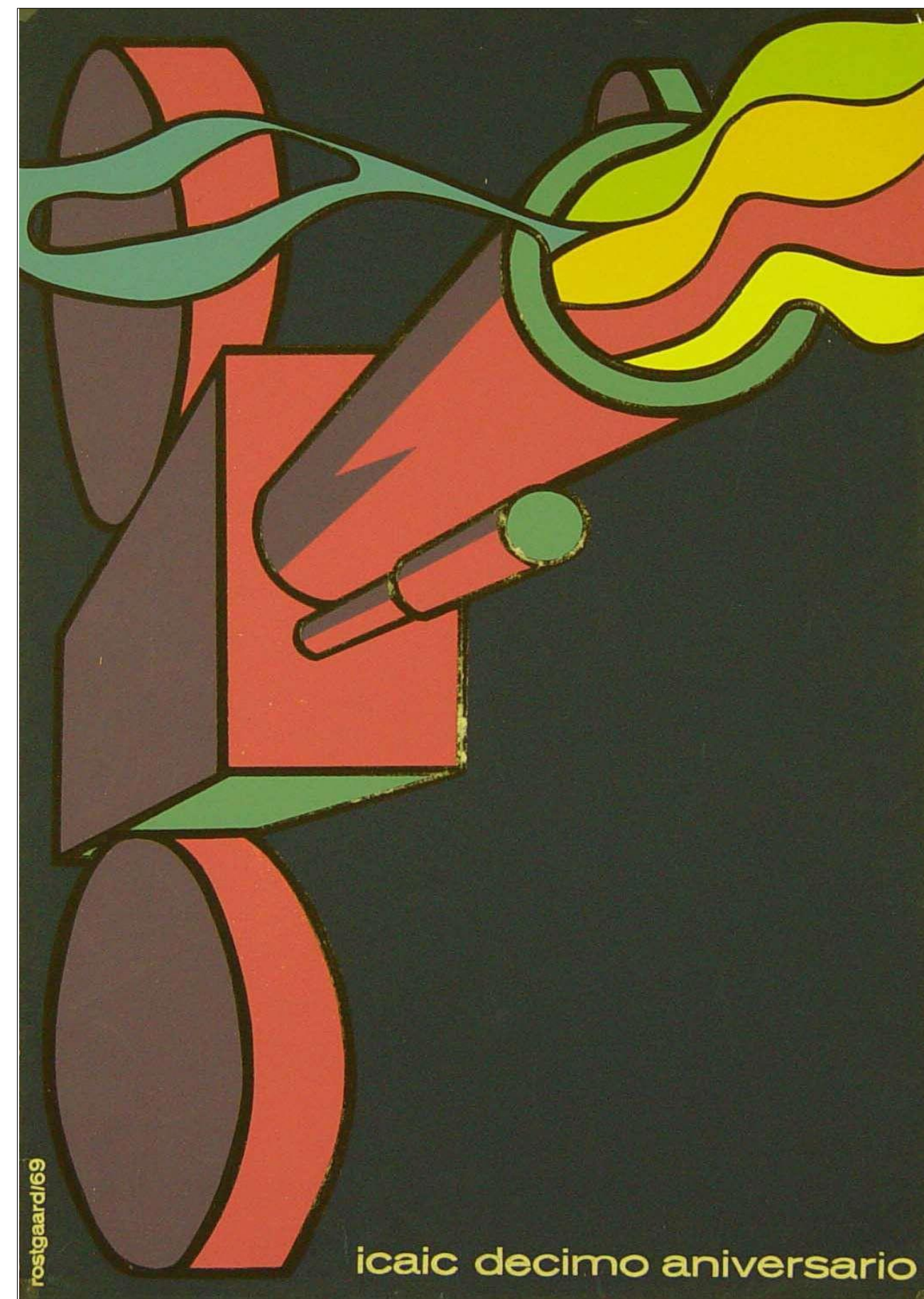
Eduardo Muñoz Bachs, 1973



Eduardo Muñoz Bachs, 1977



Eduardo Muñoz Bachs, 1975



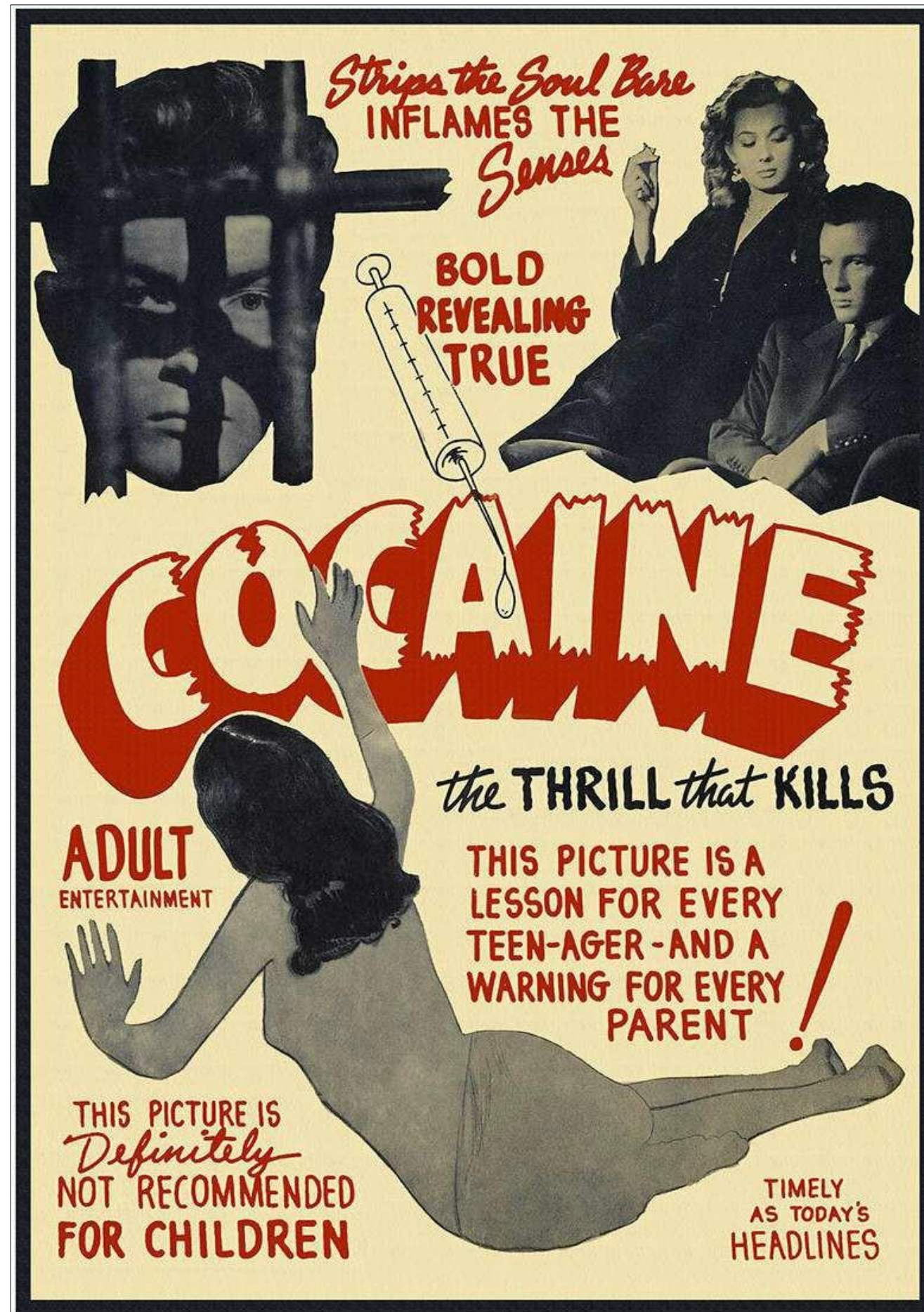
Alfredo Rostgaard, 1969



Emilie Chamie, 1955



Geraldo de Barros, 1954



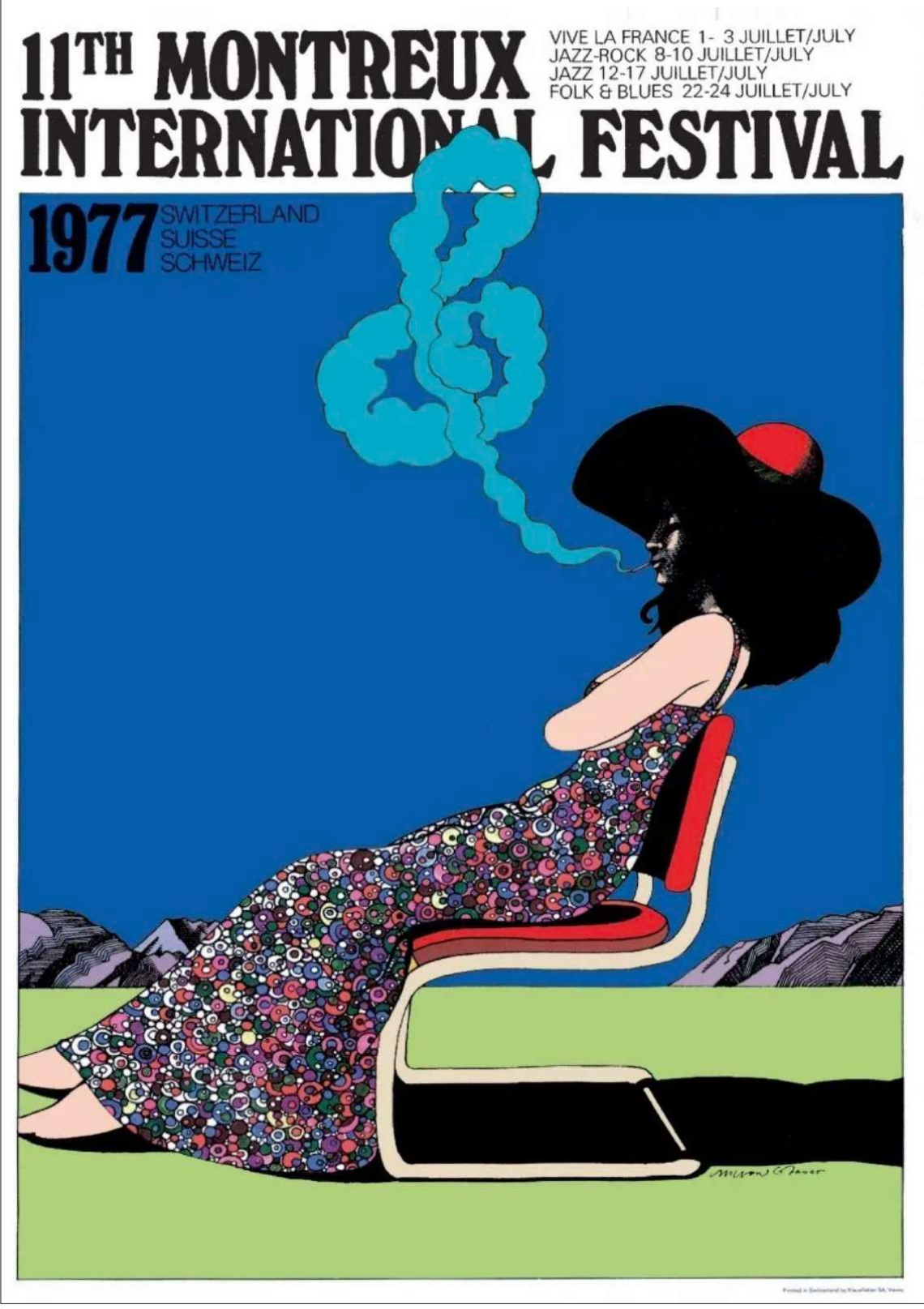
Autor não identificado, 1973



Autor não identificado, =1977



Keith Haring, 1983



Milton Glaser, 1977



F. Boisrond, 1987



Yusaki Kamekura, 1955



Tadanori Yokoo, 1979