

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.

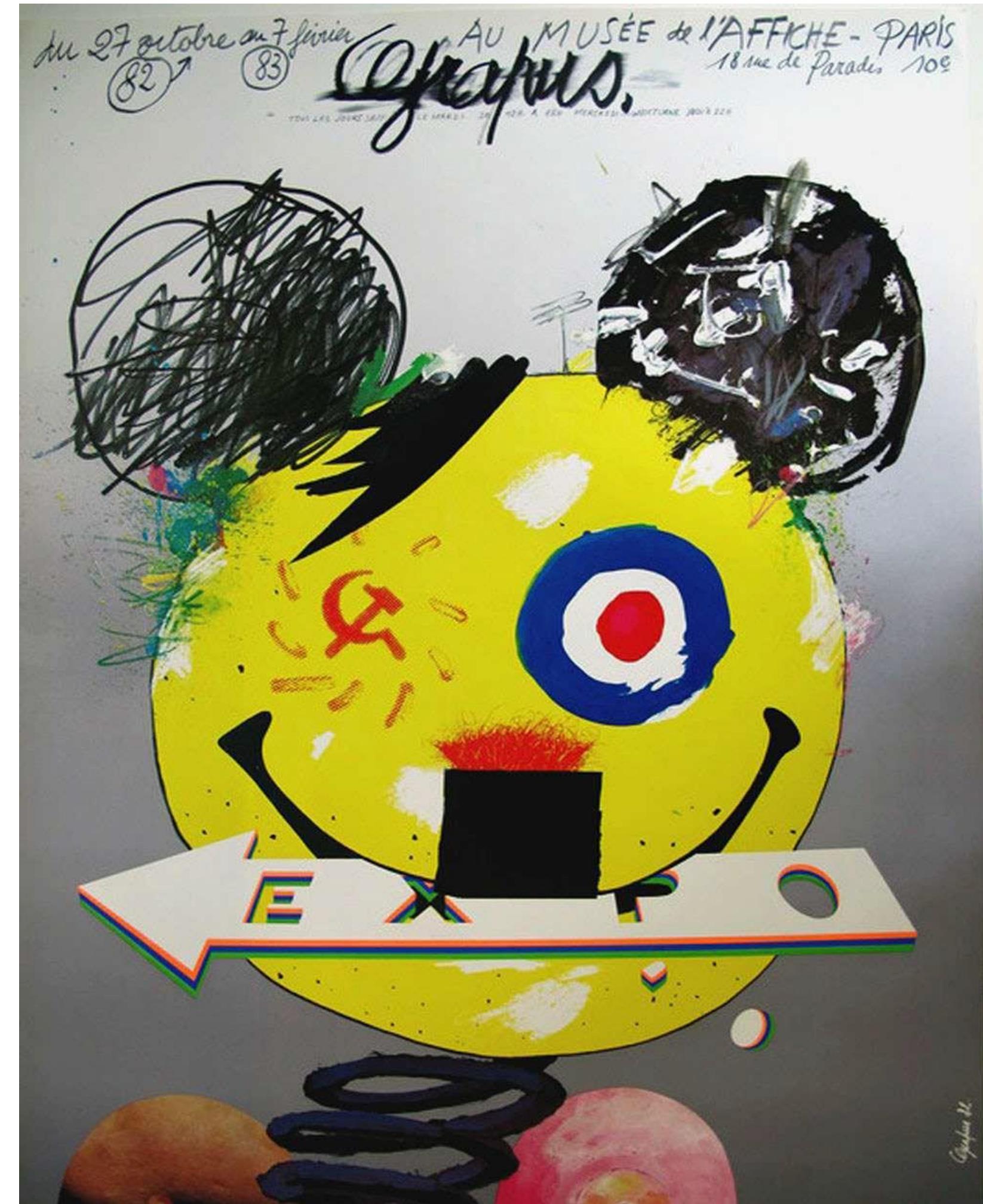
Valorizando mais a ideia do que apenas o resultado plástico, a arte moderna torna o cartaz, do ponto de vista criativo, uma peça gráfica mais conceitual do que decorativa, valorizando sua qualidade estética.

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.

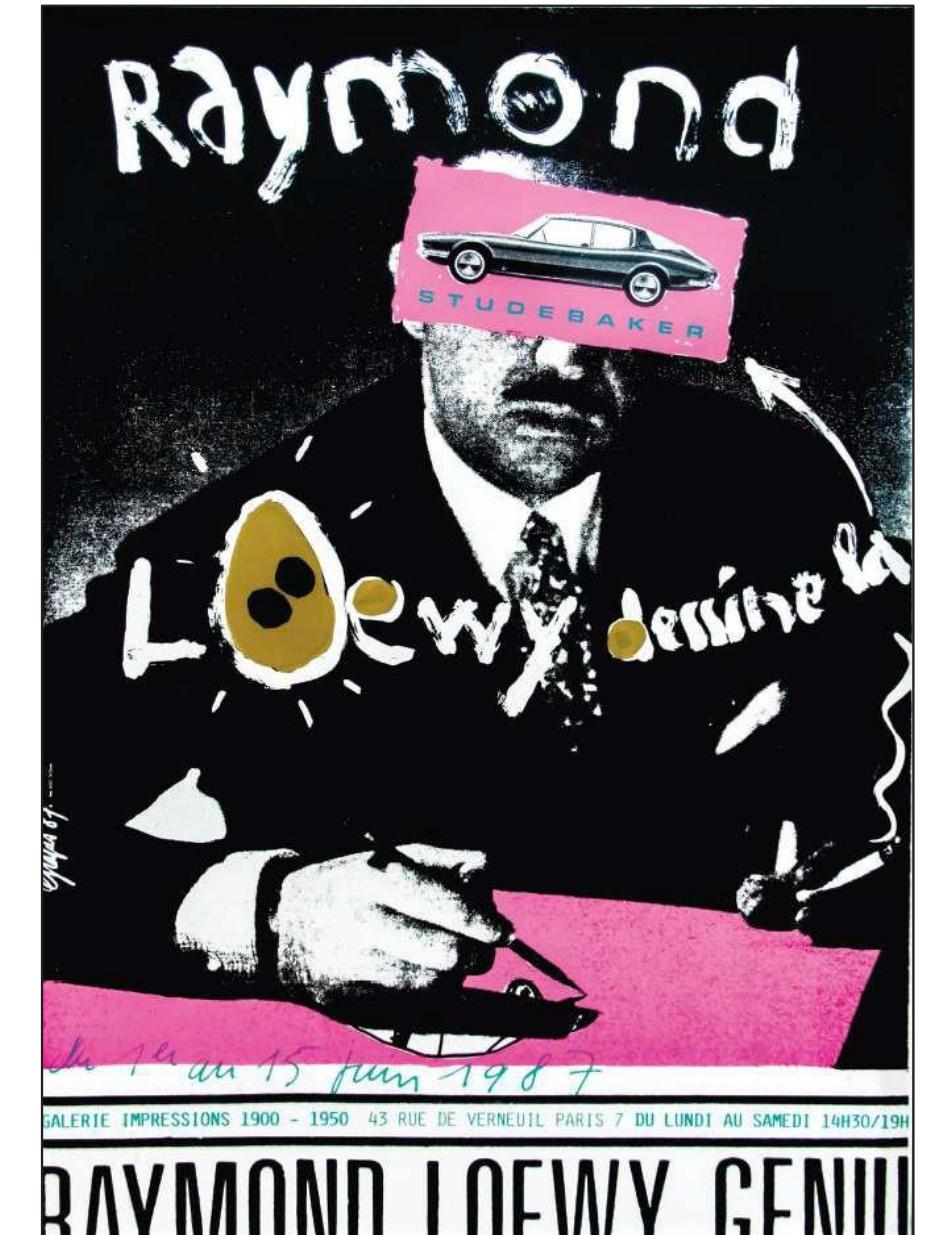
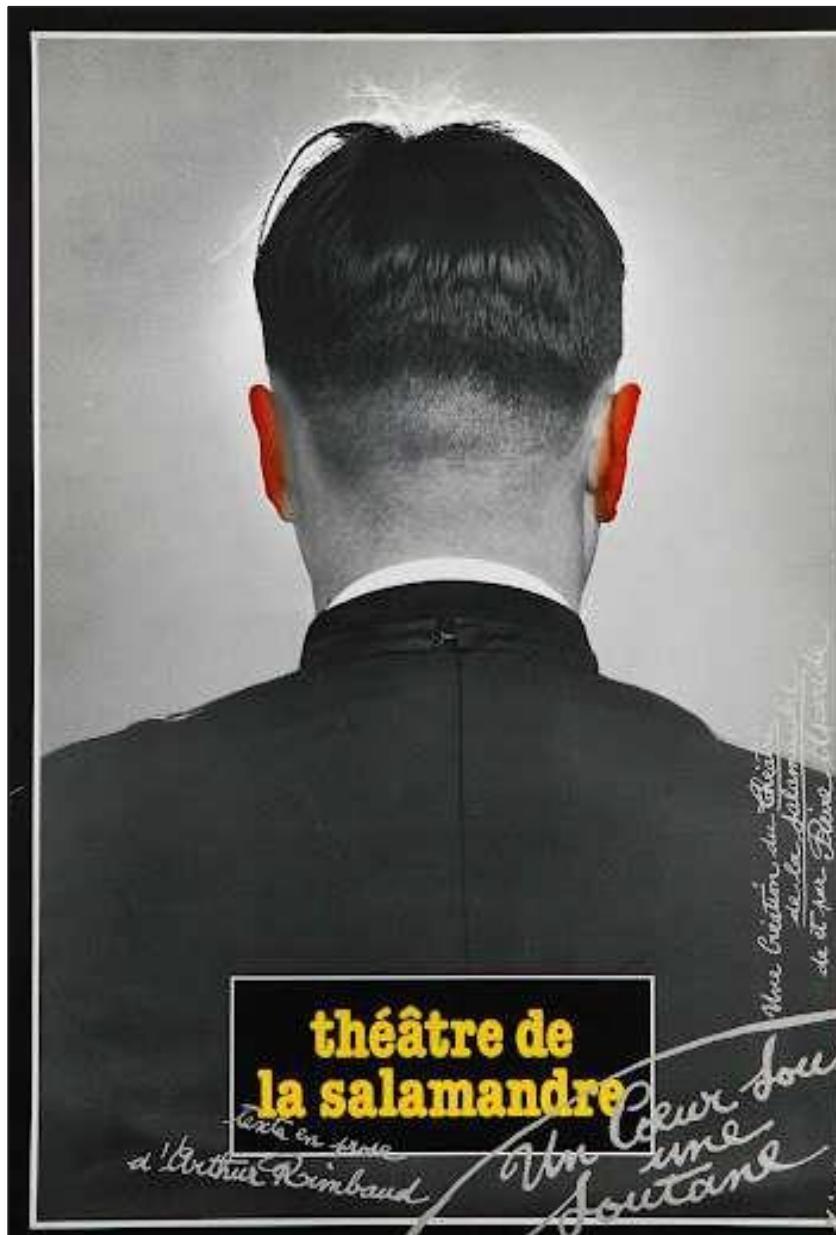
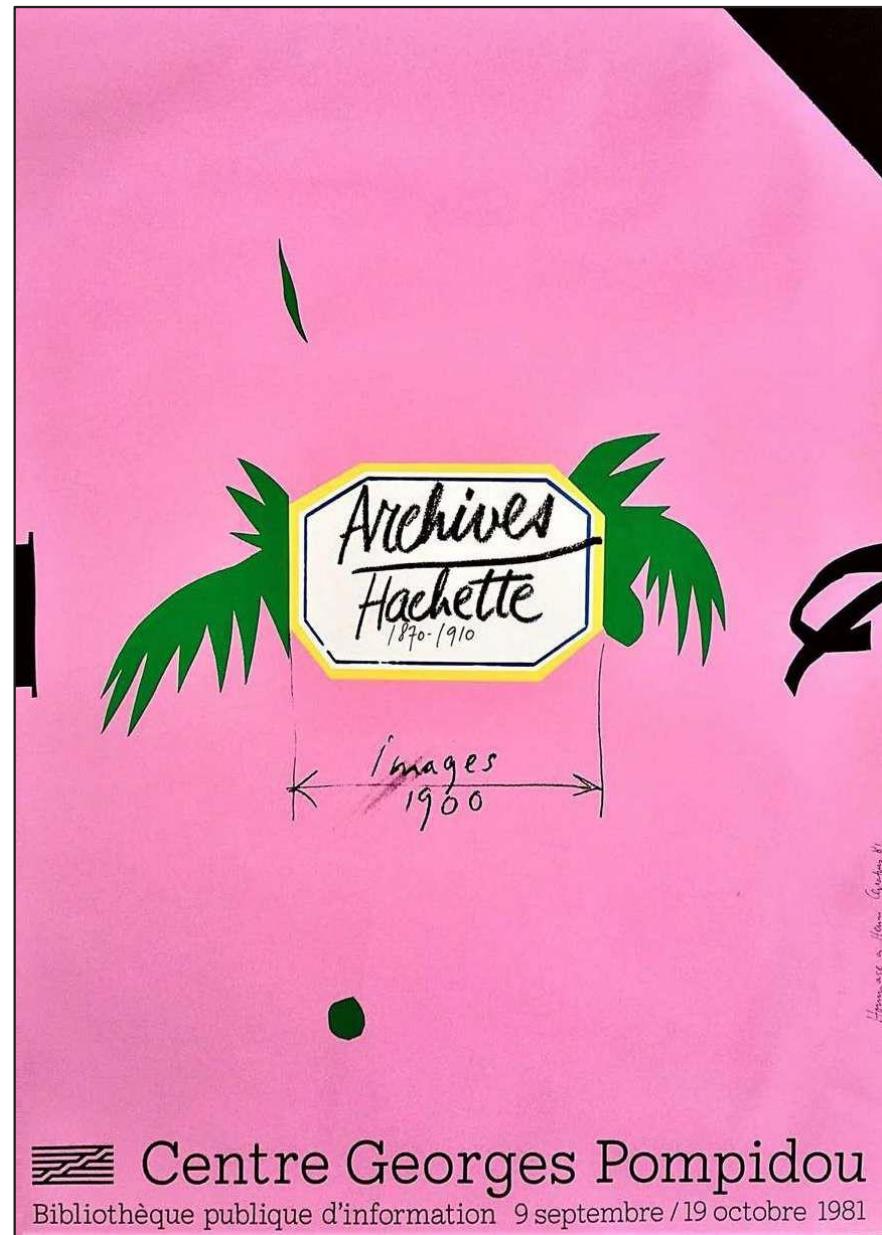
Se no início a linguagem do cinema invade a criação de cartazes, nesse período é o cartaz que passa a invadir o cinema através das precursoras animações de abertura de Saul Bass, onde o cartaz se integra não somente como uma peça de divulgação do filme mas também como um elemento de introdução à narrativa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

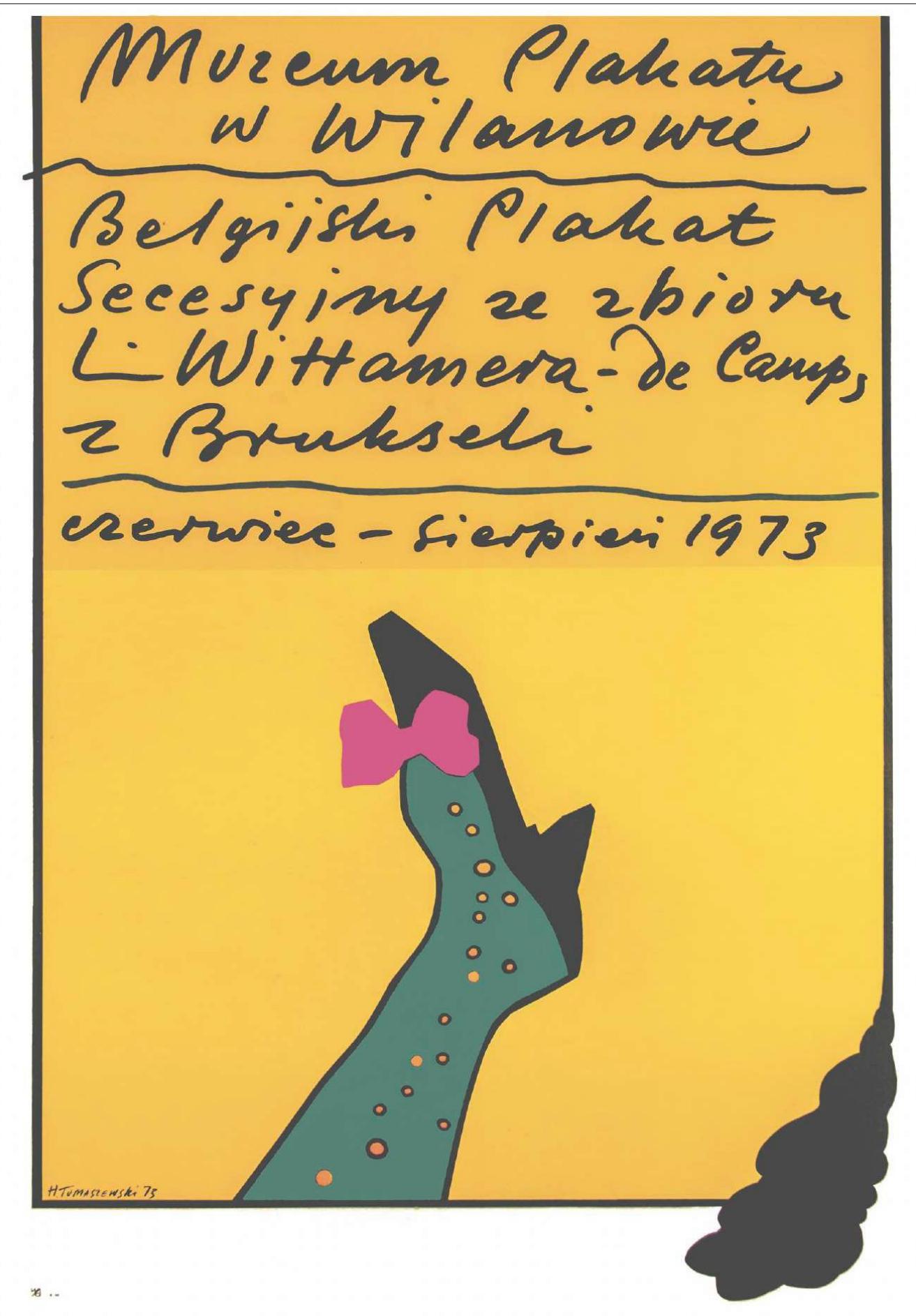


Grapus, 1986

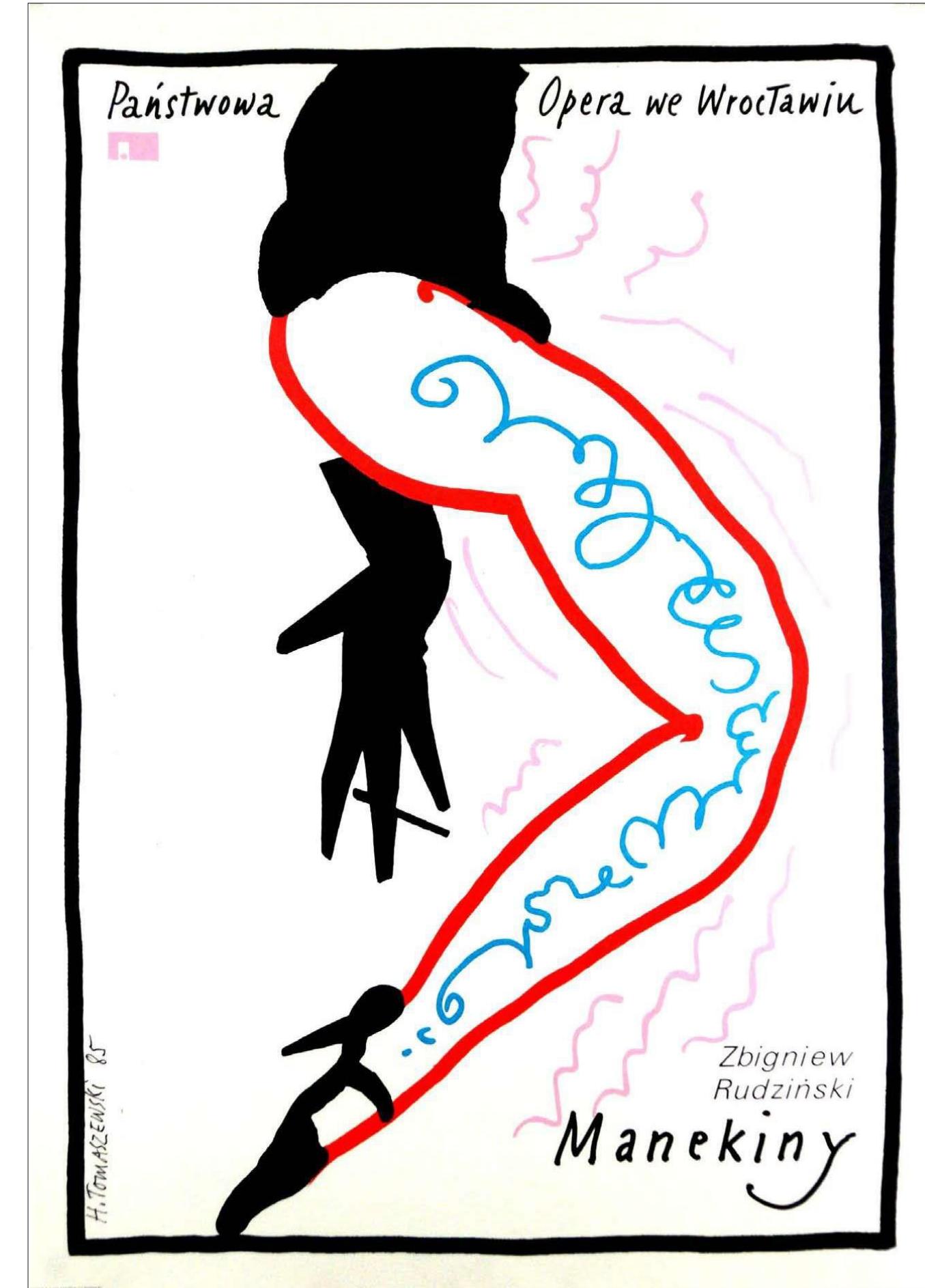


Grapus, 1982

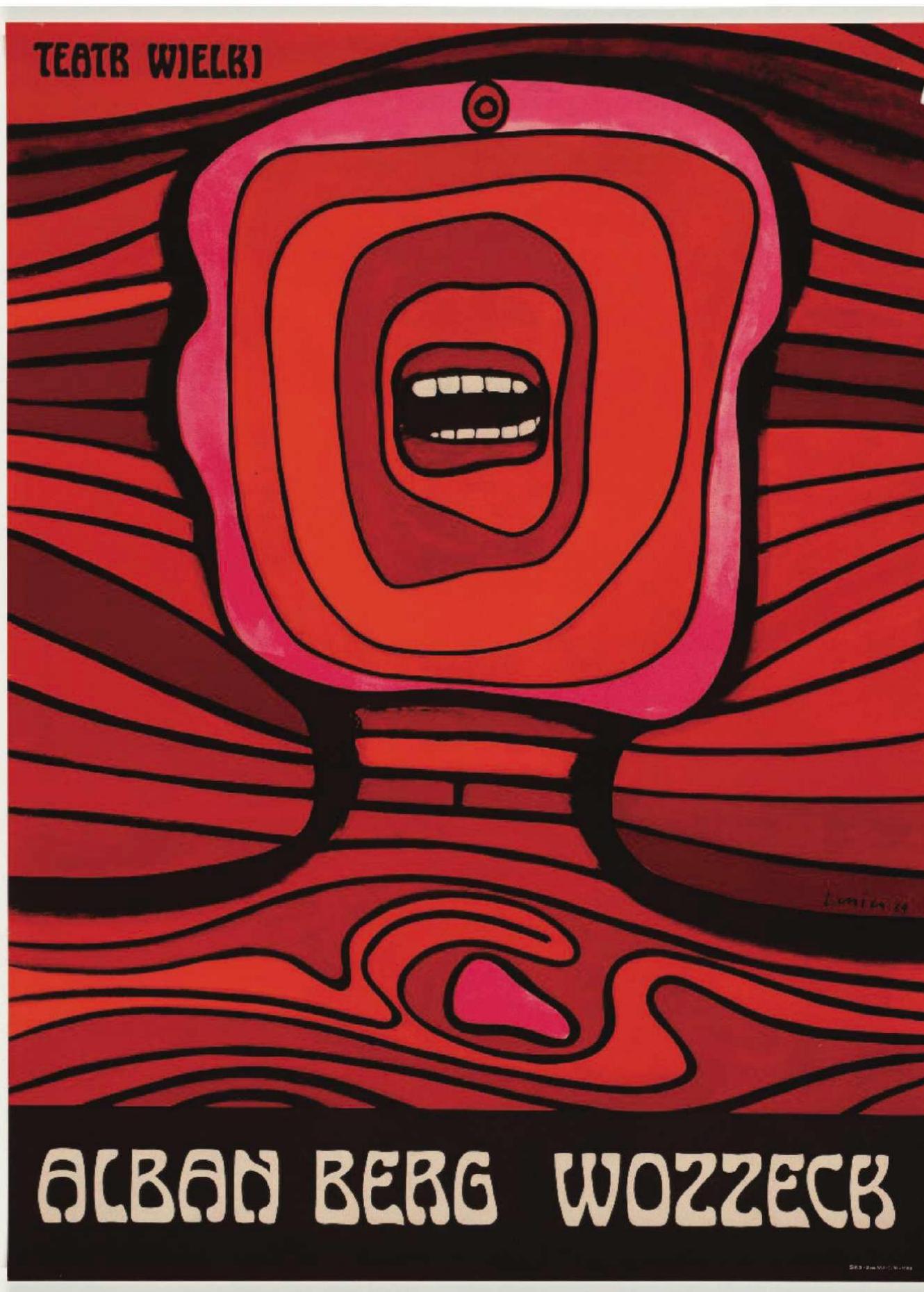




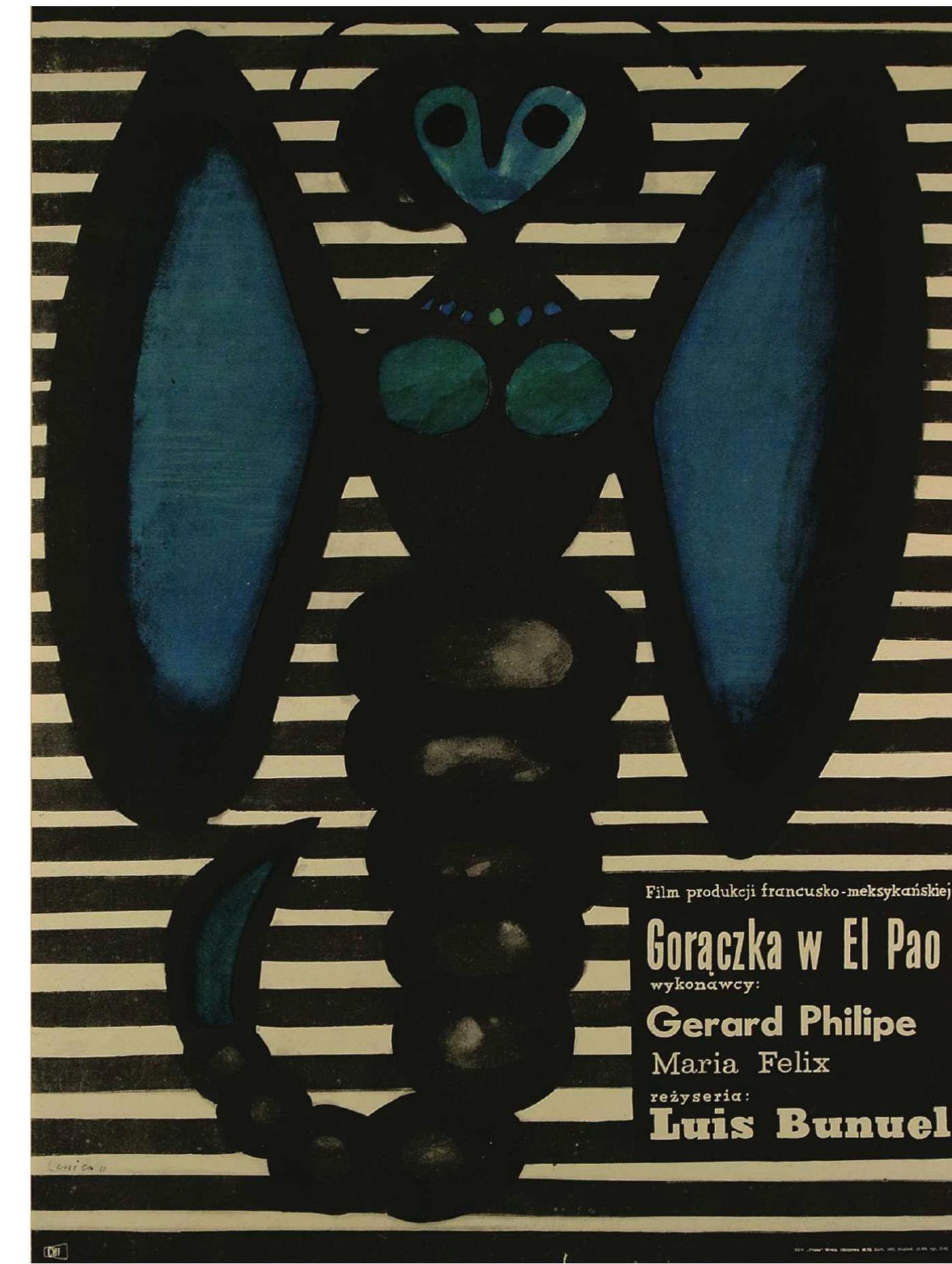
Henryk Tomaszewski, 1975



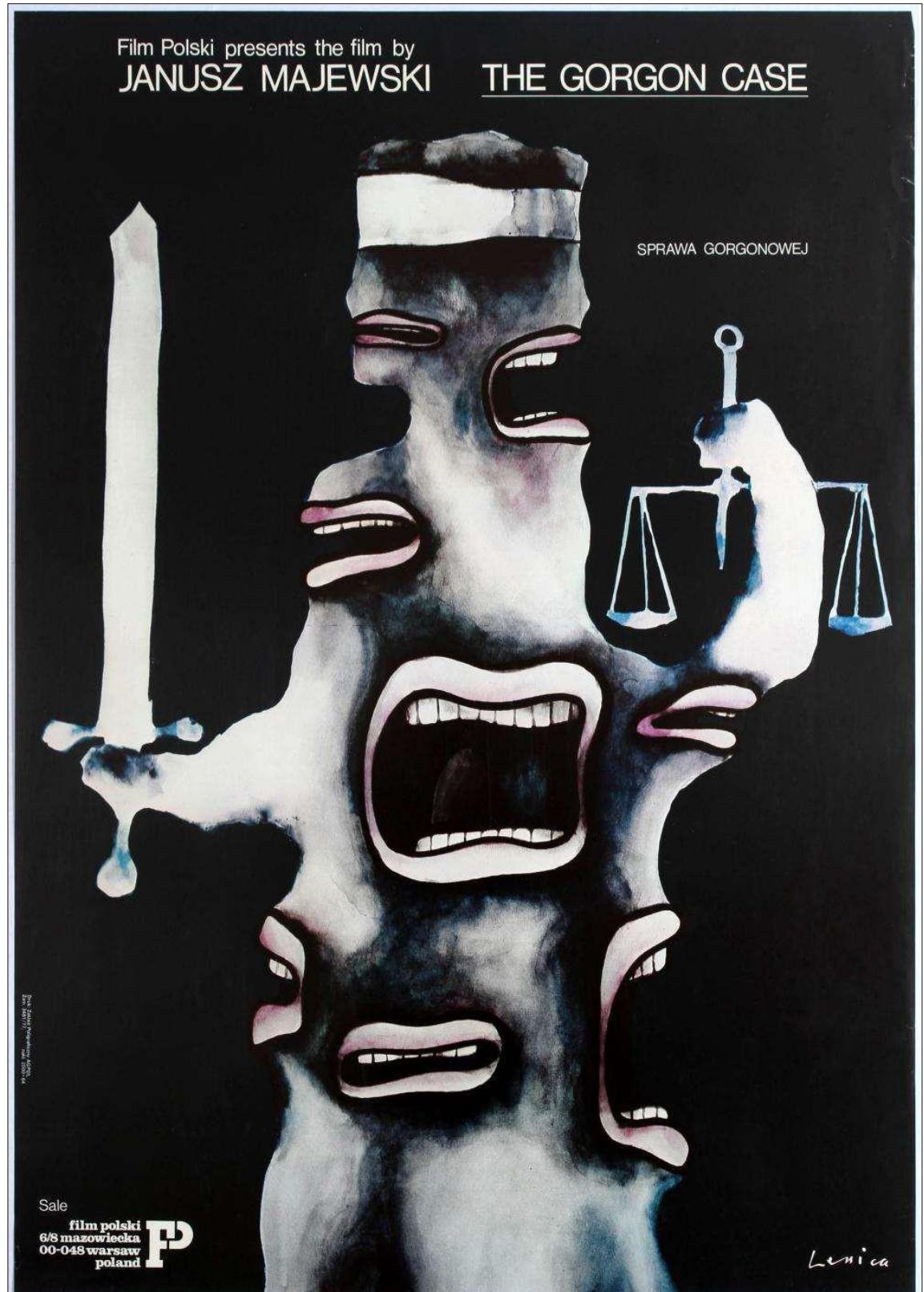
Henryk Tomaszewski, 1985



Jan Lenica, 1964



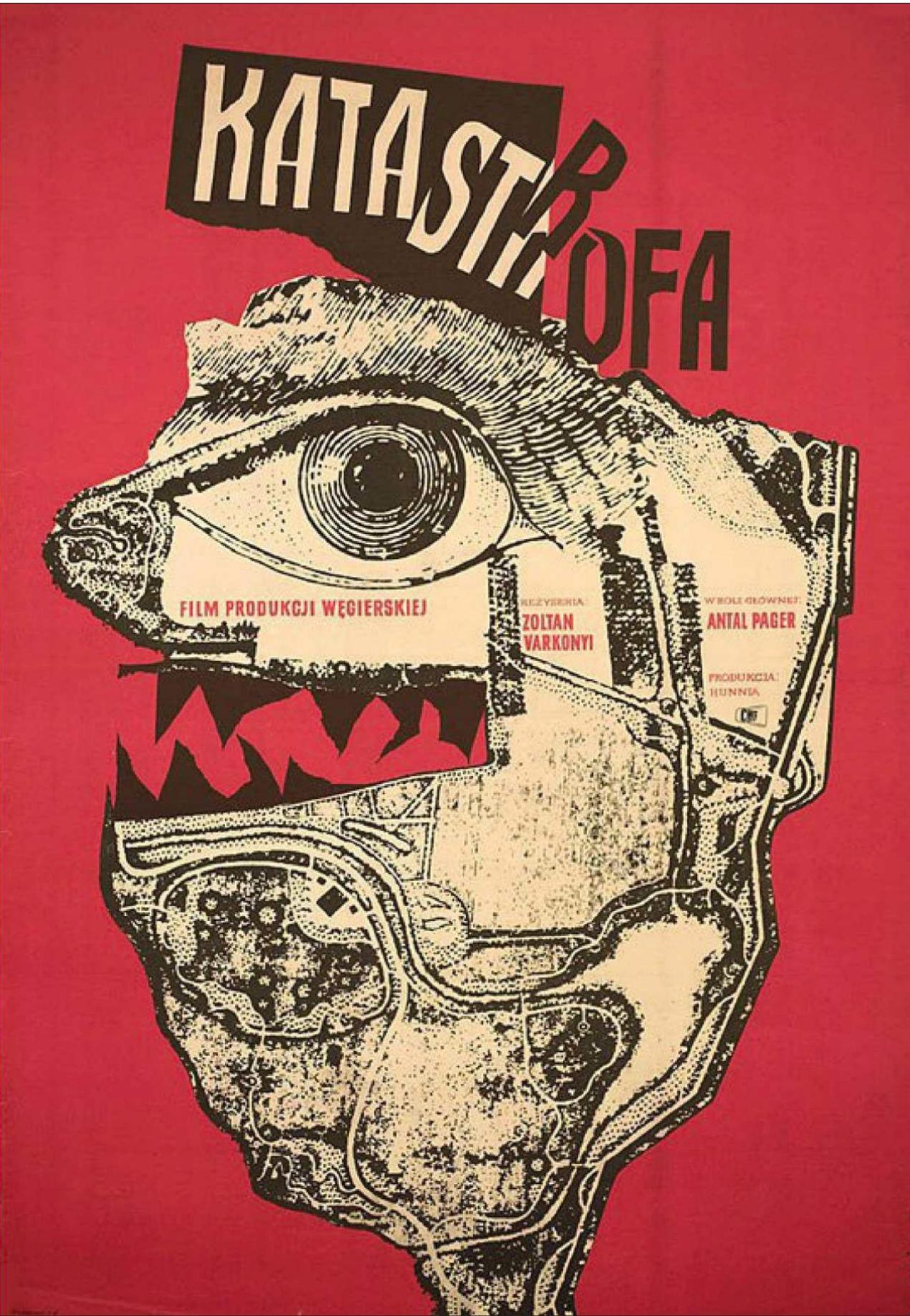
Jan Lenica, s/d



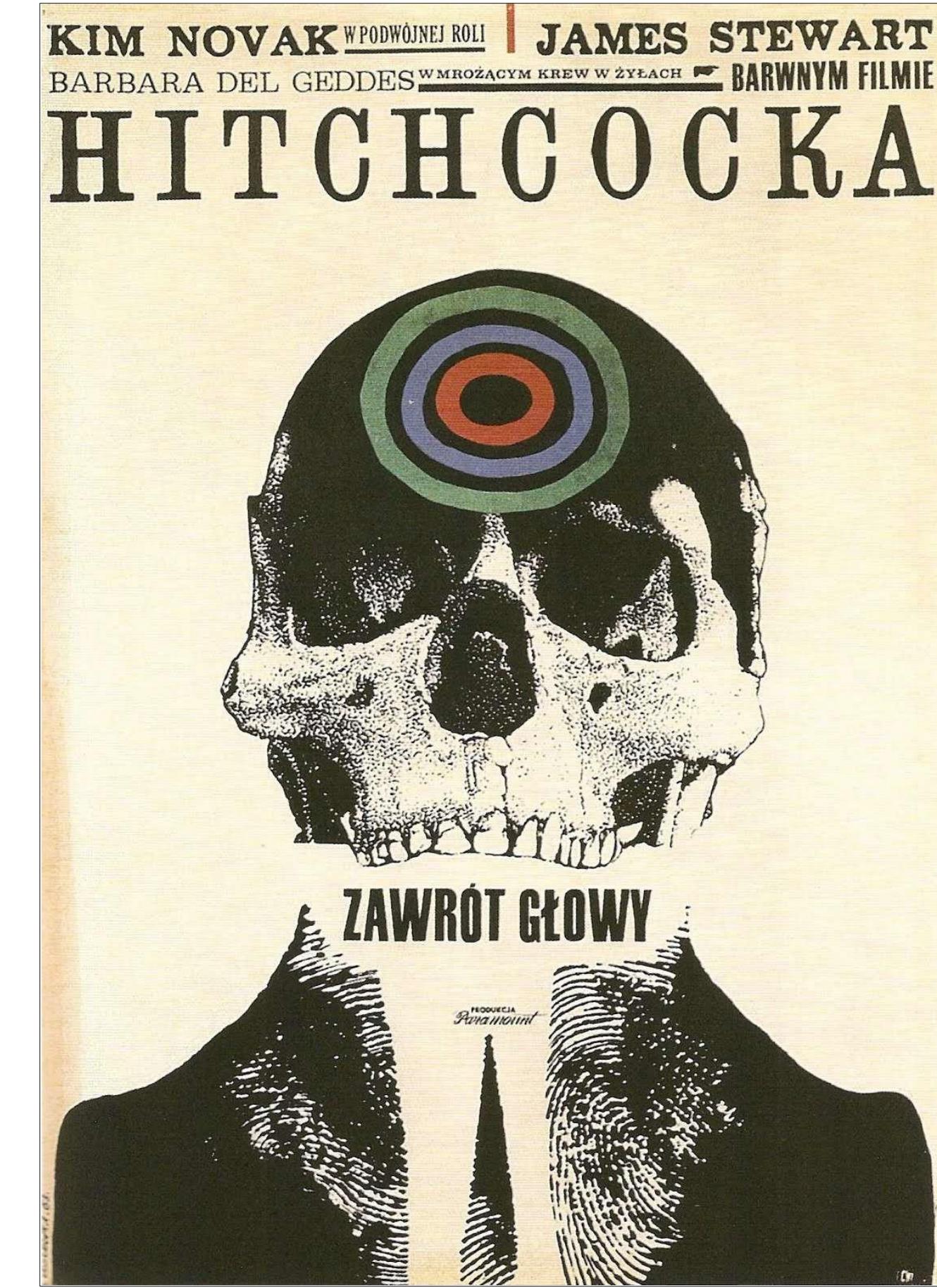
Jan Lenica, s/d

Jan Lenica, 1966

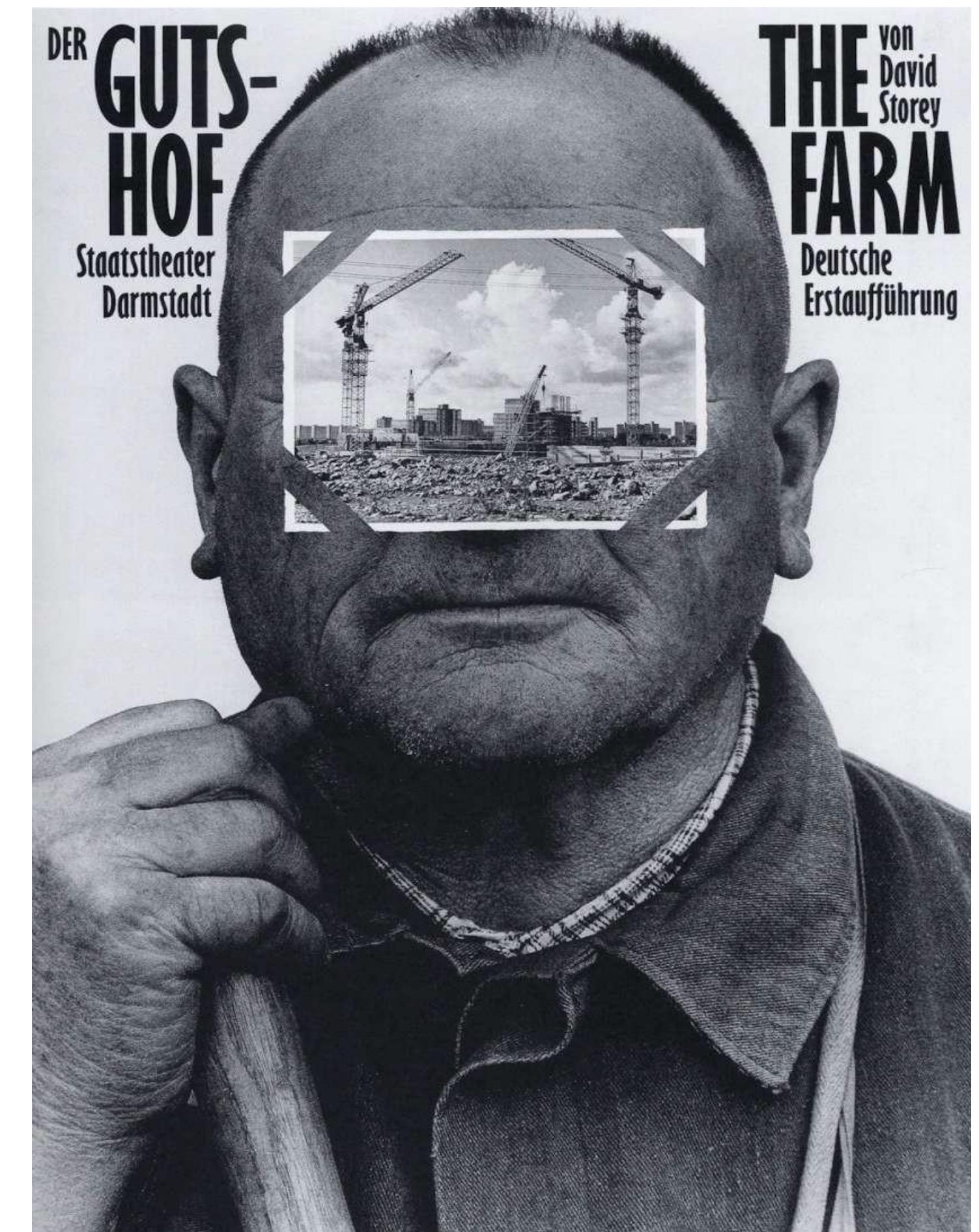
Jan Lenica, s/d



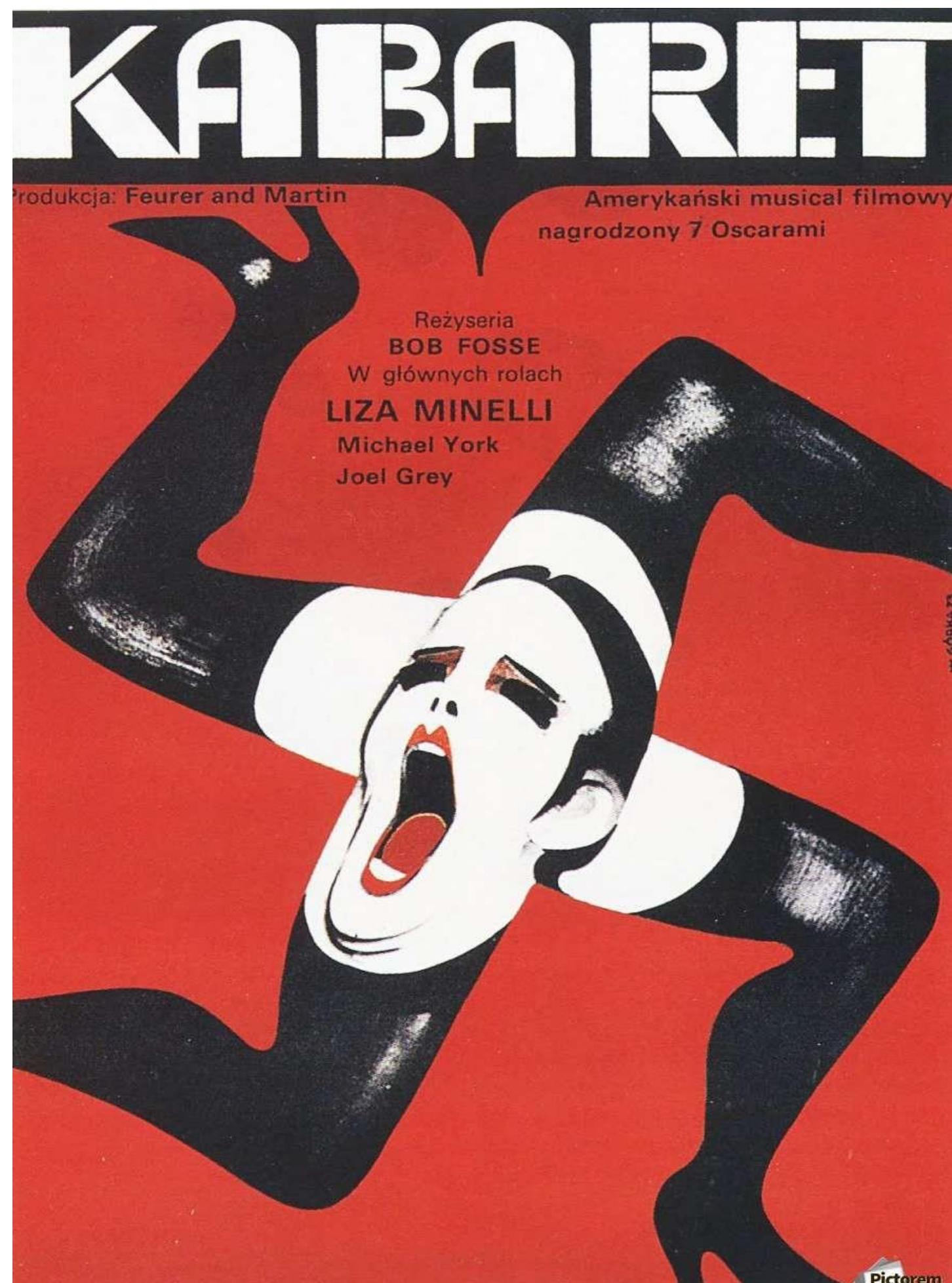
Roman Cieslewicz, 1961



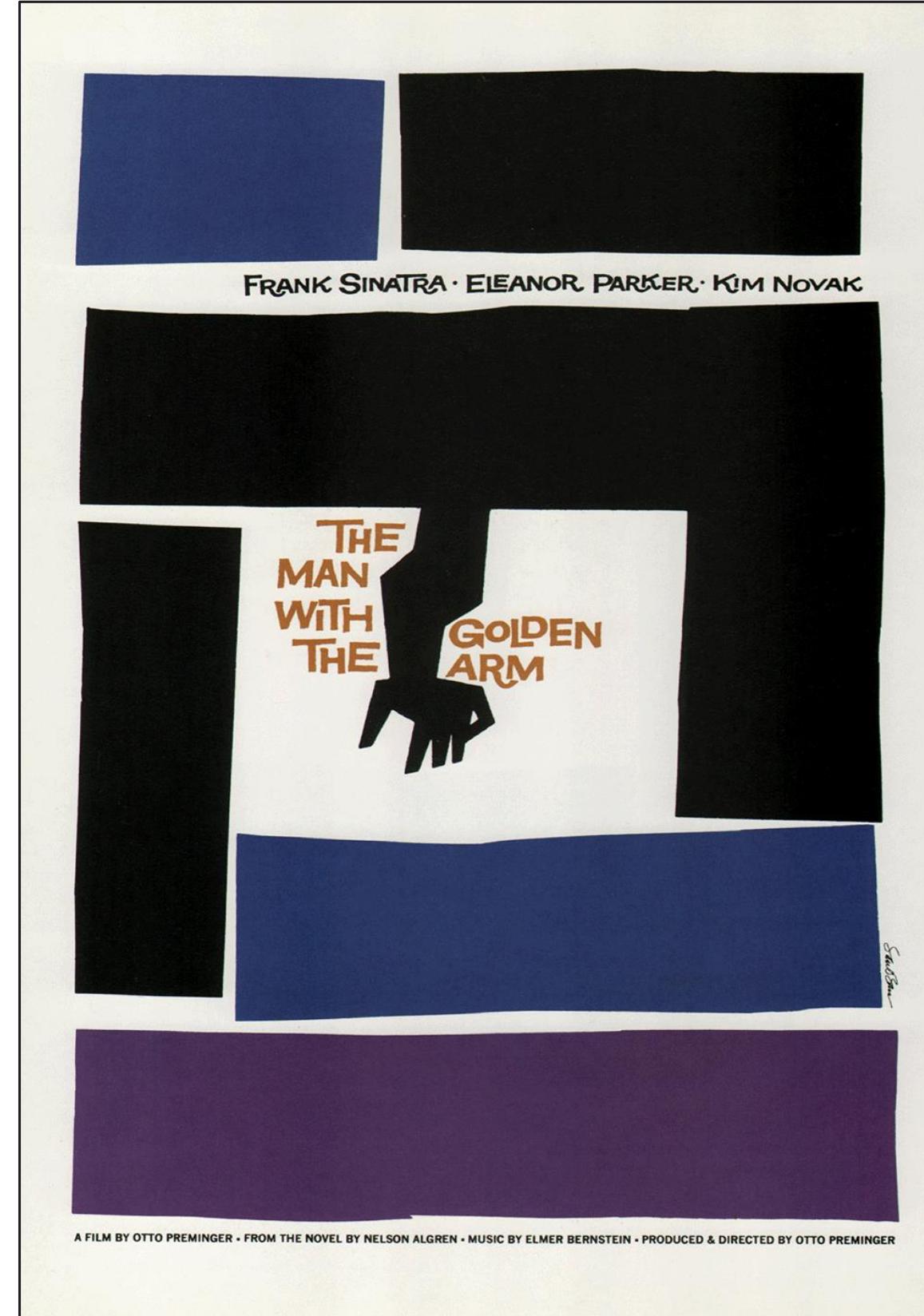
Roman Cieslewicz, 1961



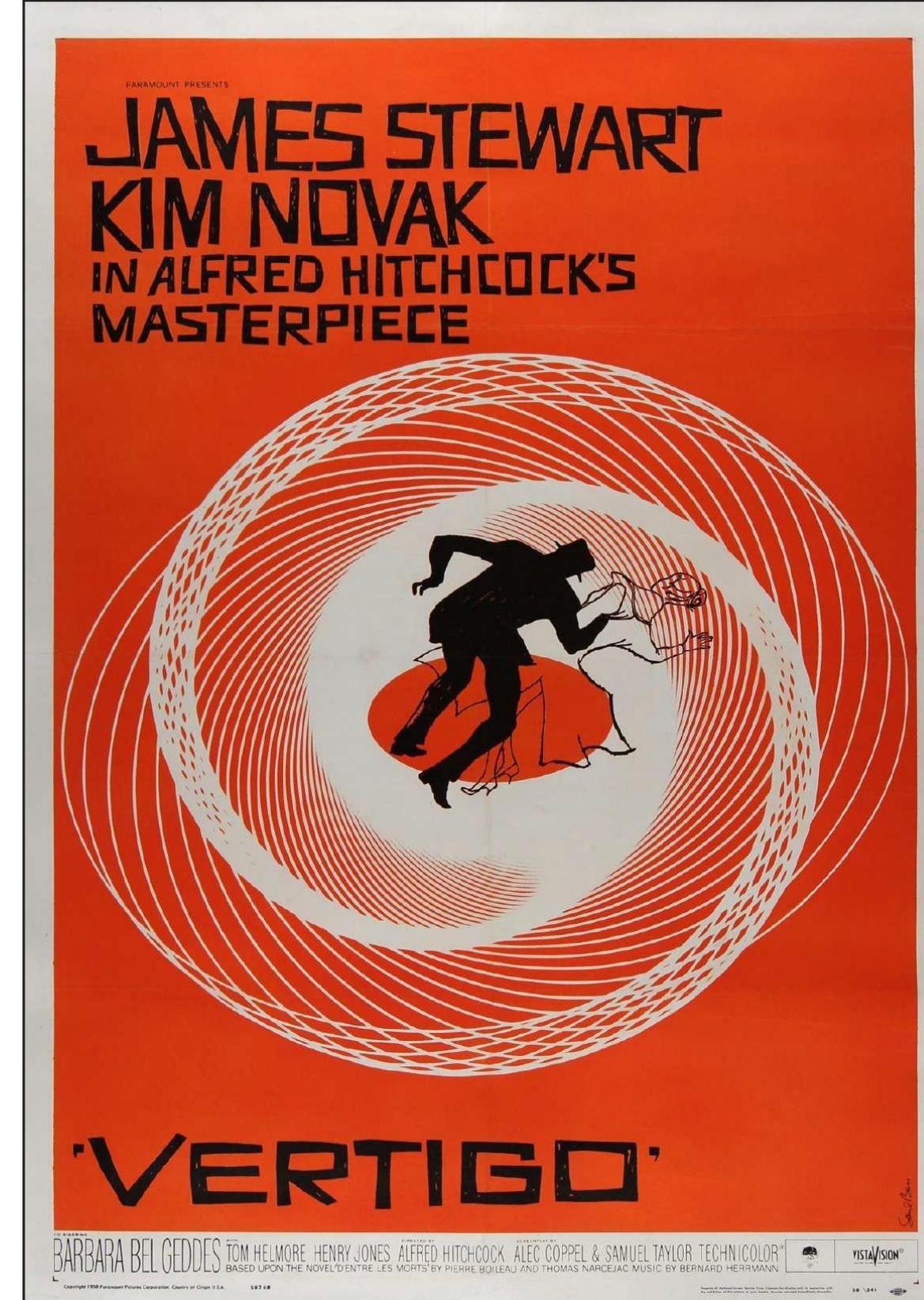
Frieder Grindler, 1975



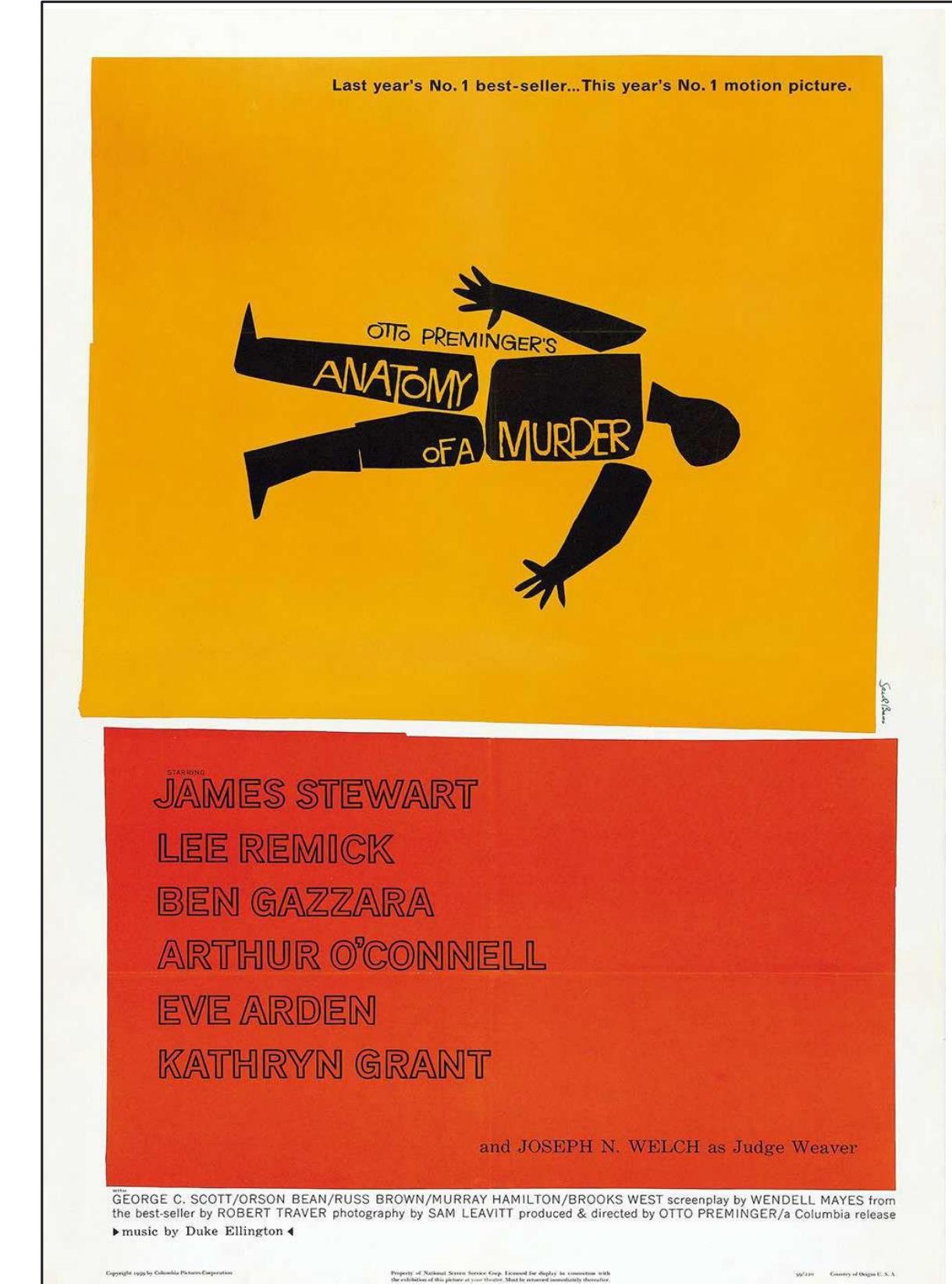
Wiktor Gorka, 1973



Saul Bass, 1955



Saul Bass, 1958



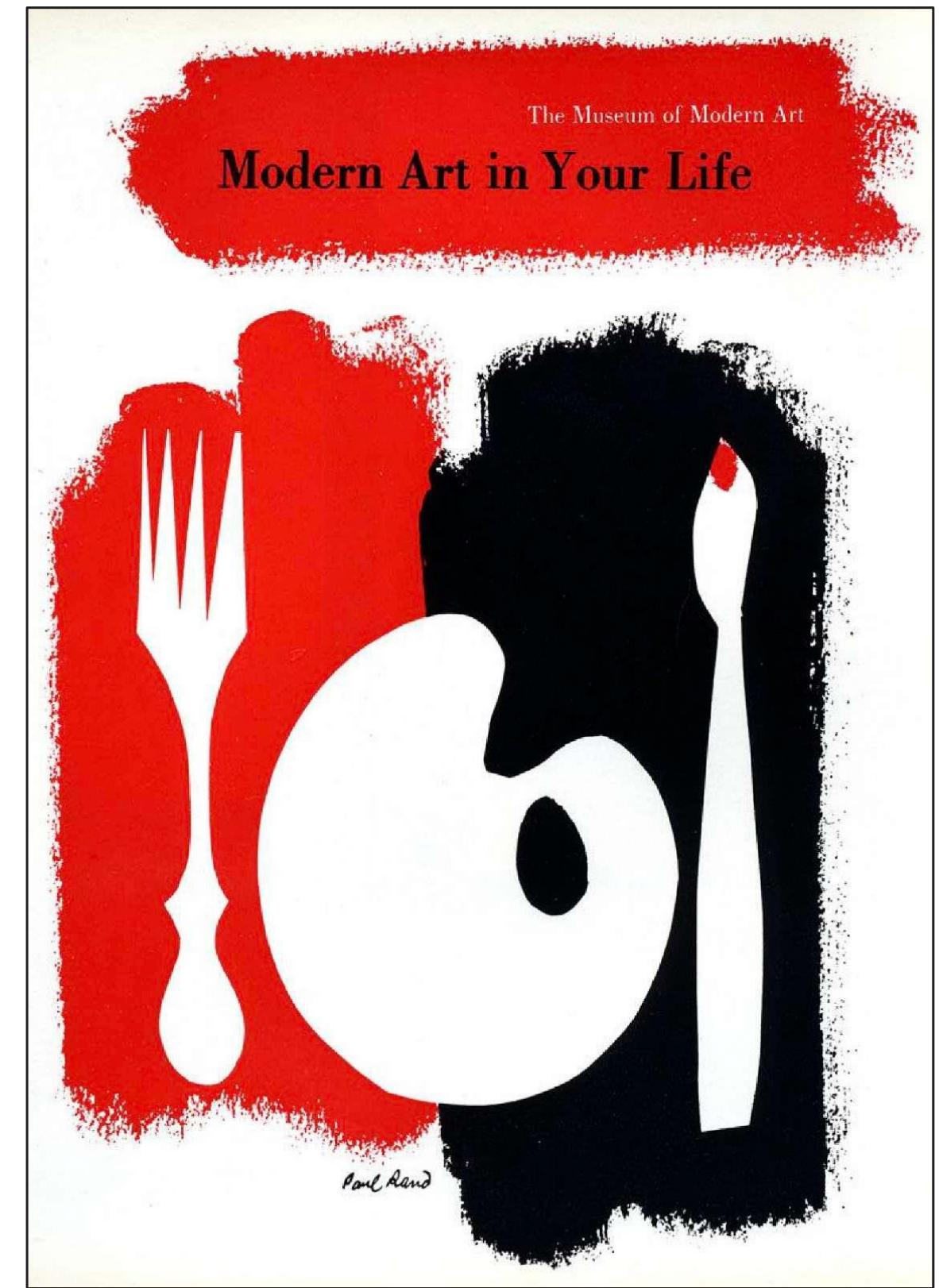
Saul Bass, 1959



Paul Rand, 1950



Paul Rand, s/d



Paul Rand, s/d

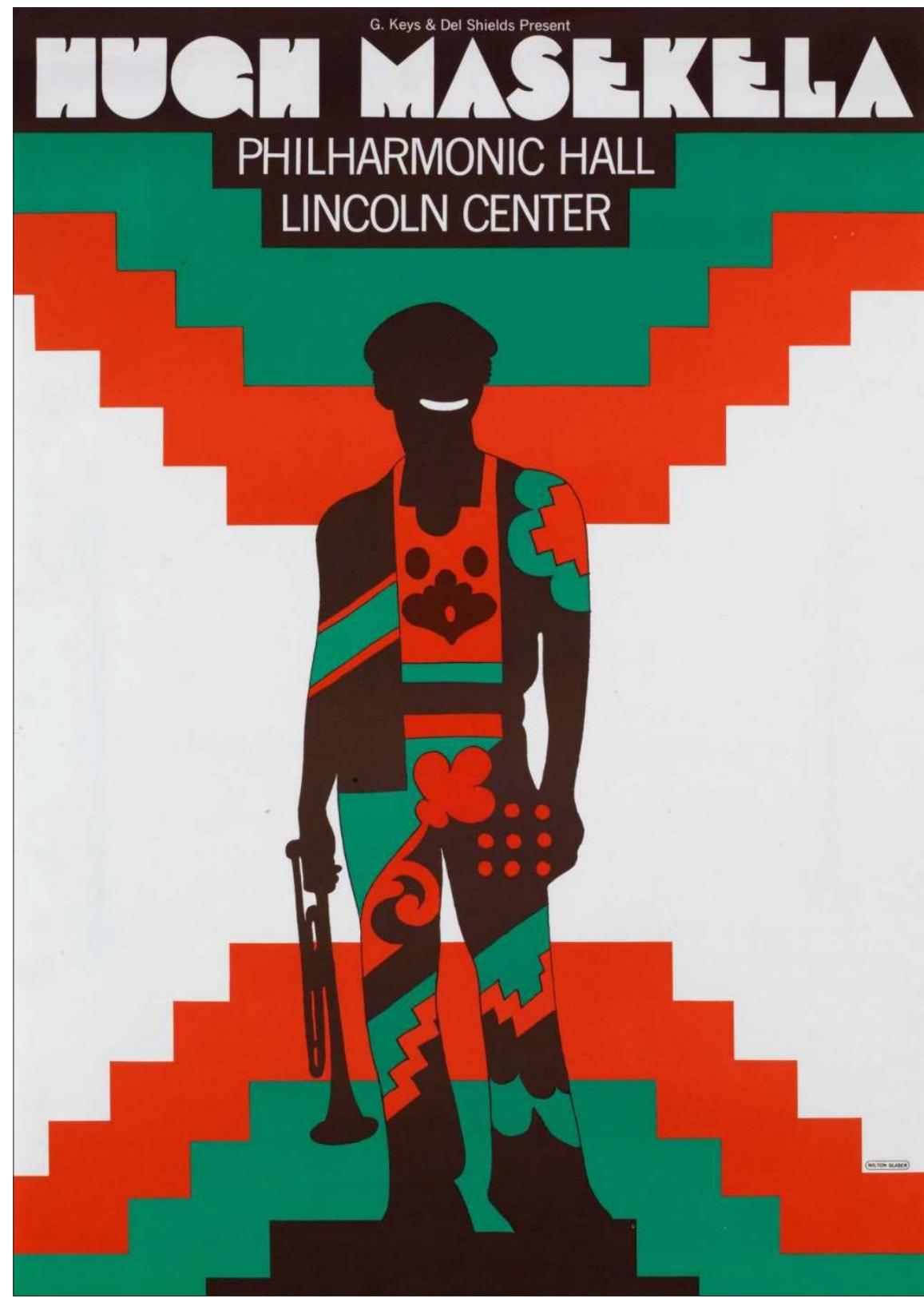
la Biennale

Venezia 1980
1 Giugno,
28 Settembre

arti visive



Milton Glaser, 1980



Milton Glaser, 1967



Milton Glaser, 1967

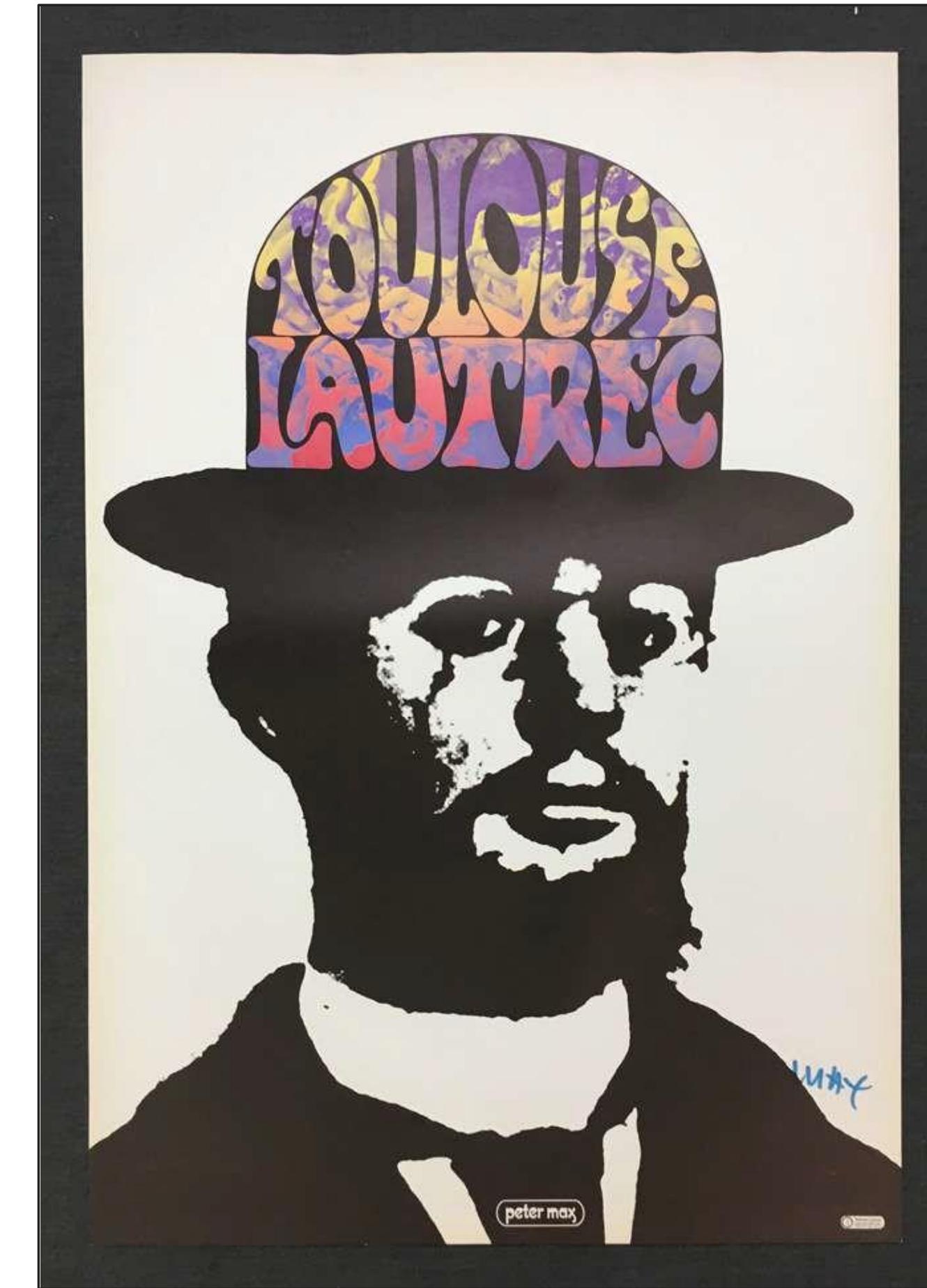
VAN GOGH

100 YEARS



Ceci n'est pas la pipe de Vincent.

Milton Glaser, 1990

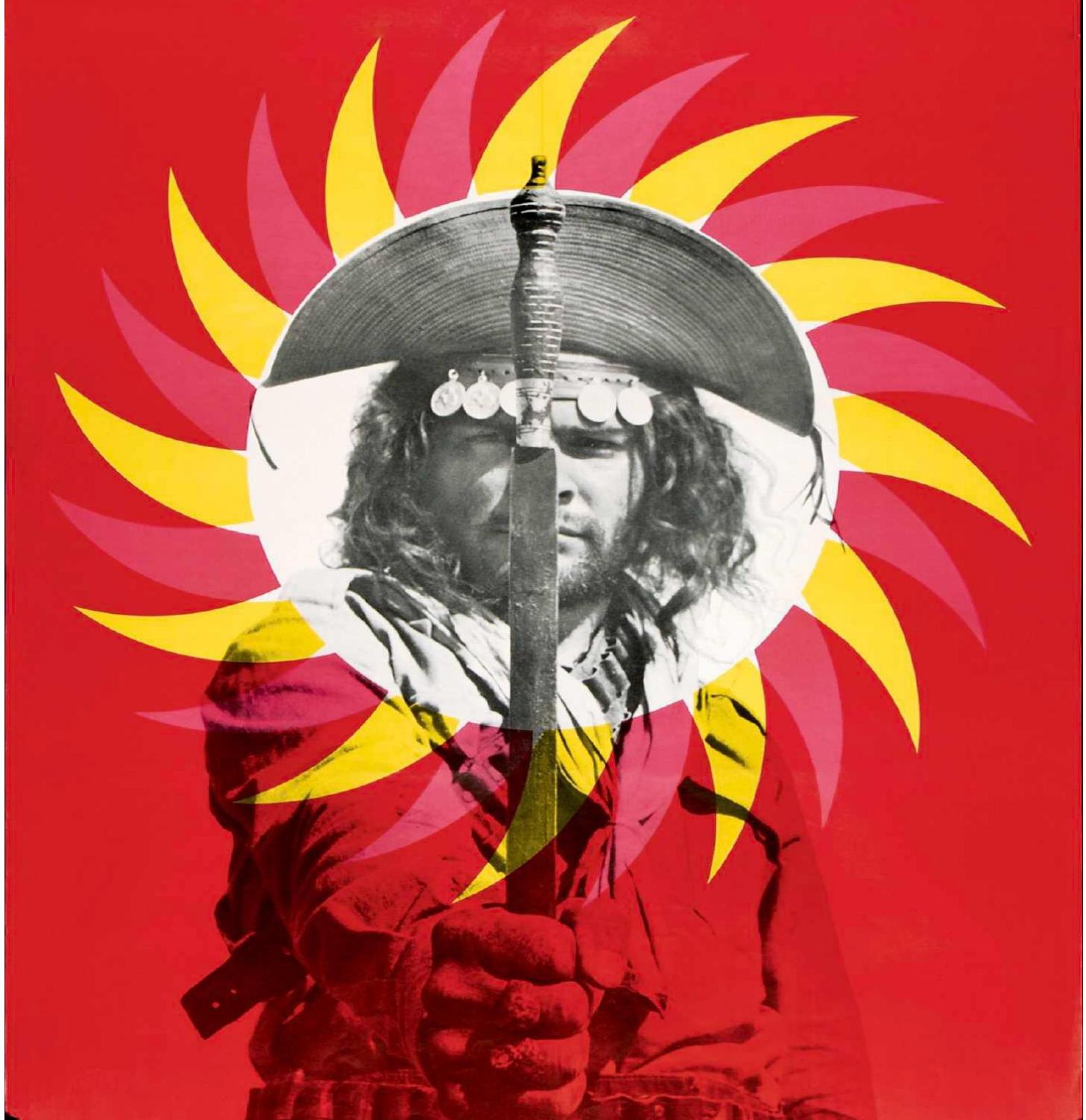


Peter Max, 1969

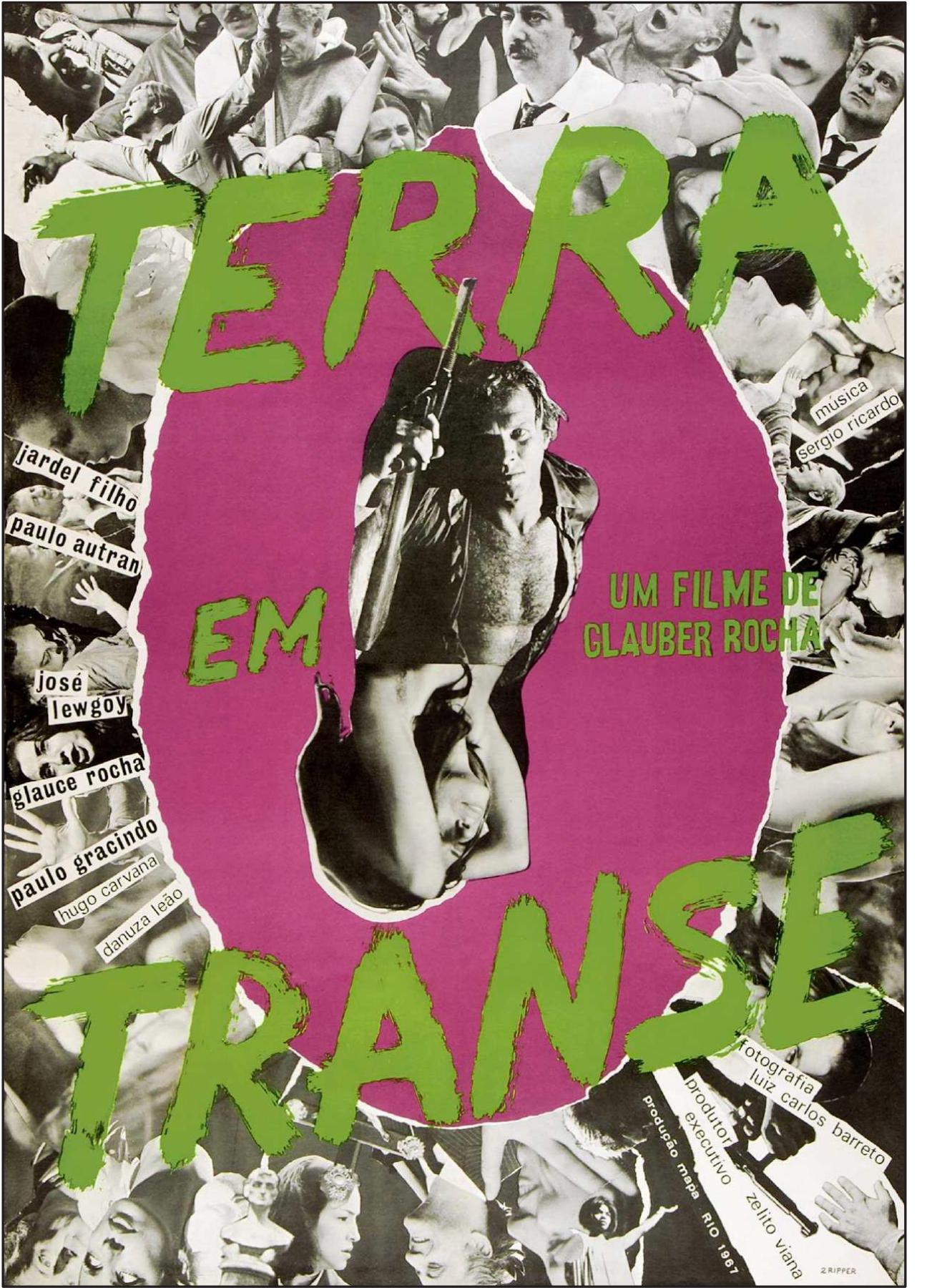
copacabana filmes apresenta
yoná magalhães
geraldo d'el rey
othon bastos
mauricio do valle

deus e o diabo
na terra do sol

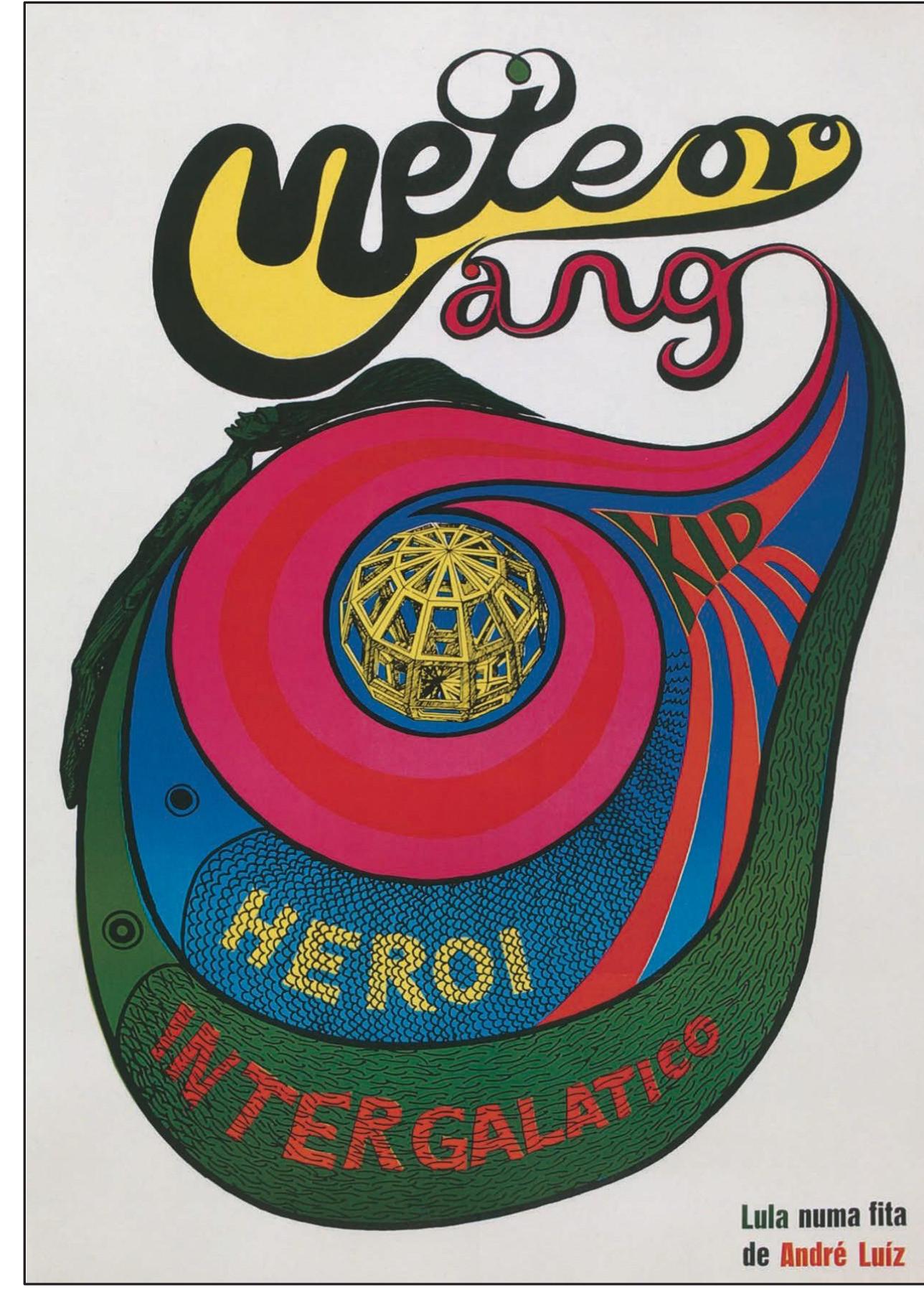
um filme de glauber rocha
produção:luiz augusto mendes



Rogerio Duarte, 1964



Rogerio Duarte, 1966



Rogerio Duarte, 1969

O BRAVO GUERRREIRO

UM FILME DE GUSTAVO DAHL

PAULO CESAR PEREIO MARIO LAGO
ITALO ROSSI MARIA LUCIA DAHL
CEZAR LADEIRA ISABELLA
PAULO GRACINDO

PRODUÇÃO: GUSTAVO DAHL,
SAGA FILMES, JOE KANTOR
DISTRIBUIÇÃO: DIFILM



Rubens Gerchman, 1968



Autor não identificado, 1969



Carybé, 1953



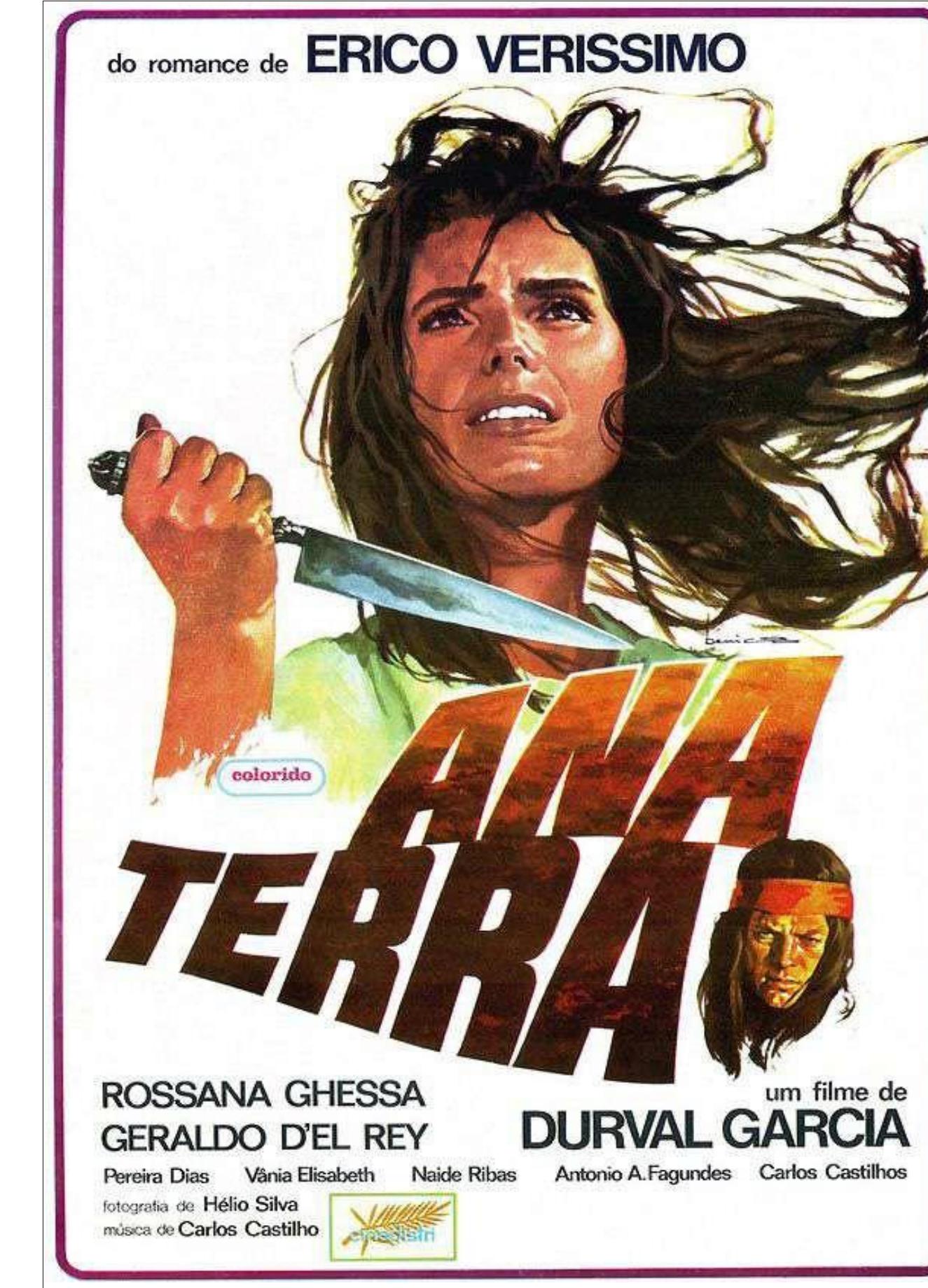
Ziraldo, 1964



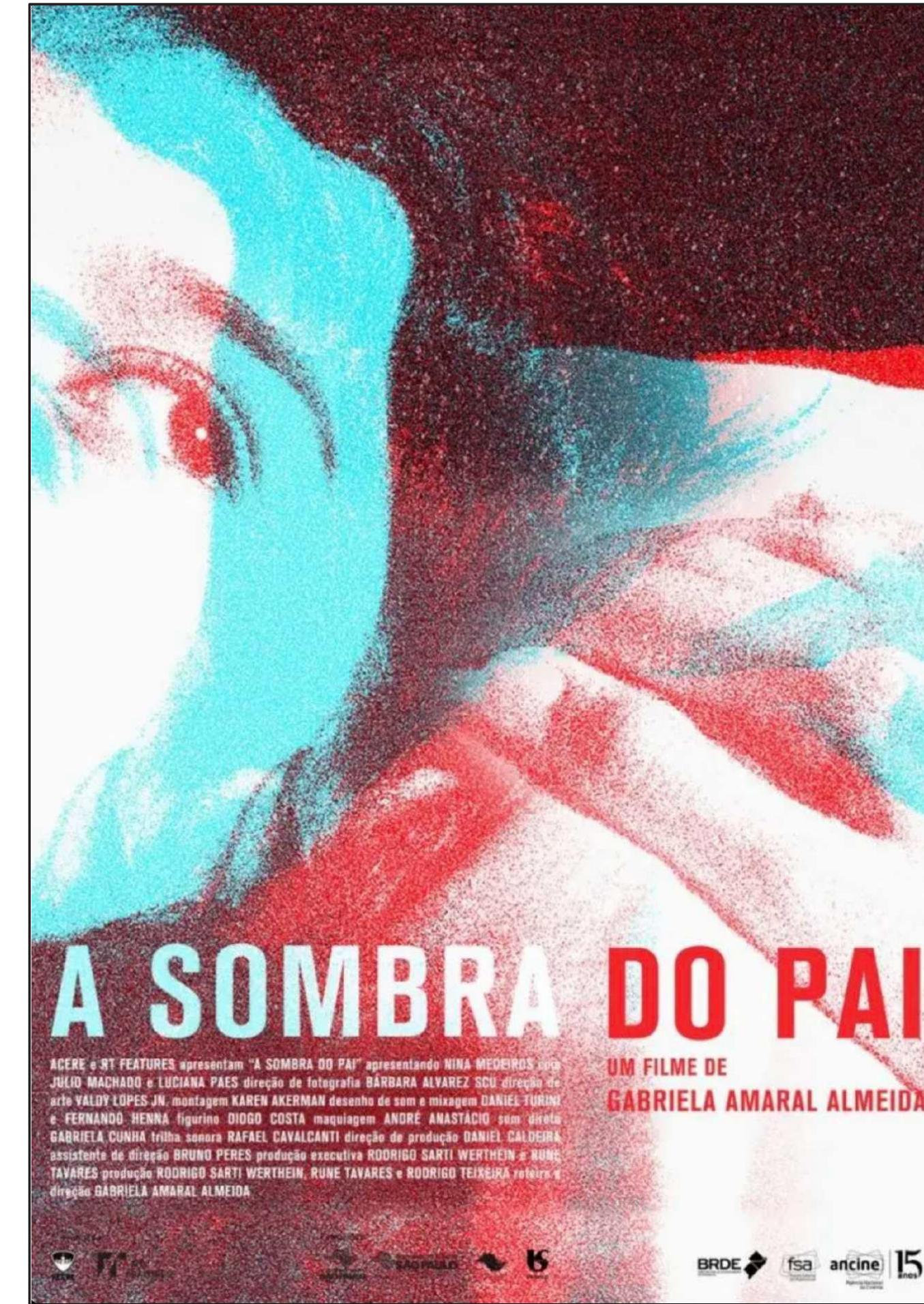
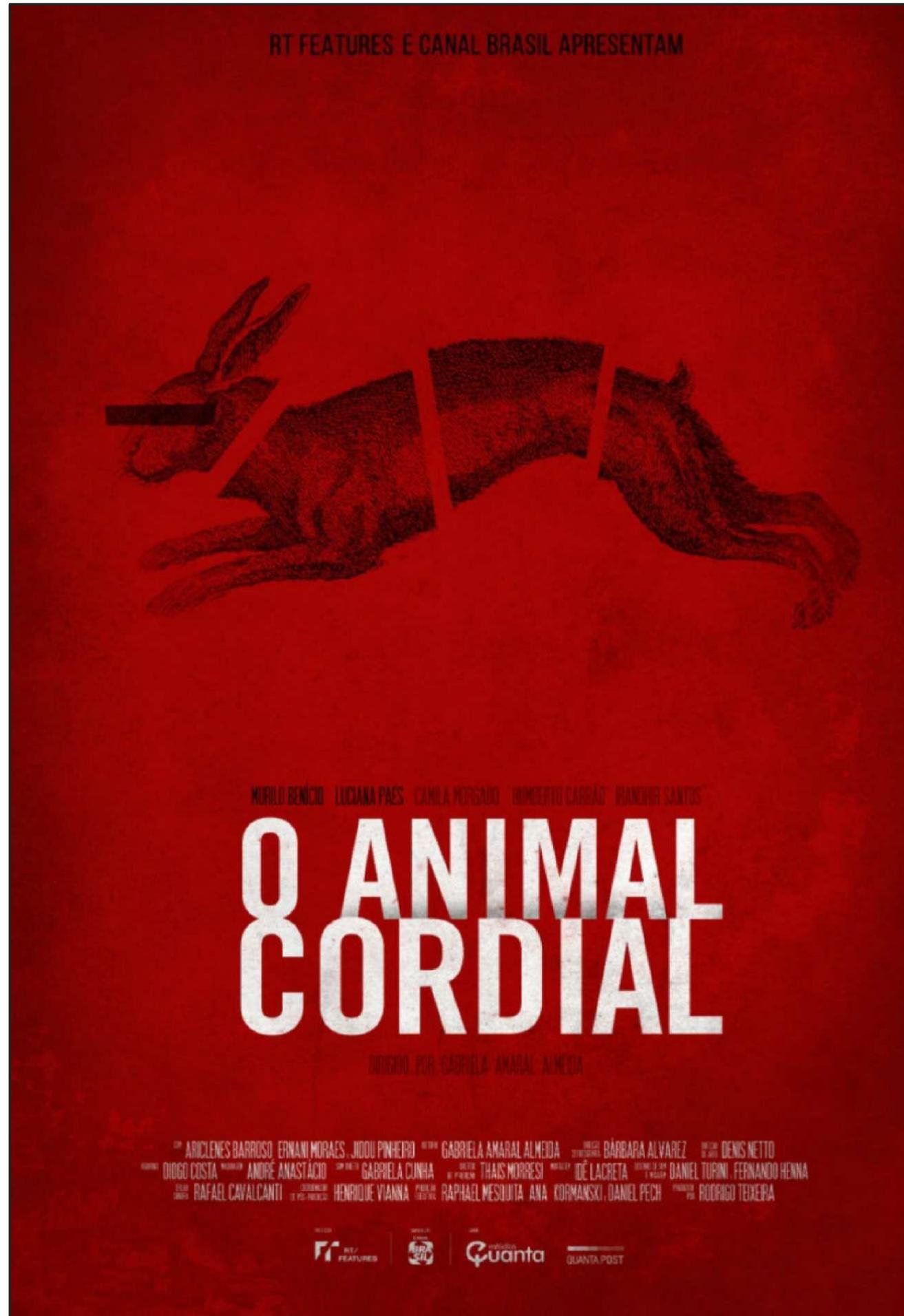
Ziraldo, 1964



Benício, 1968

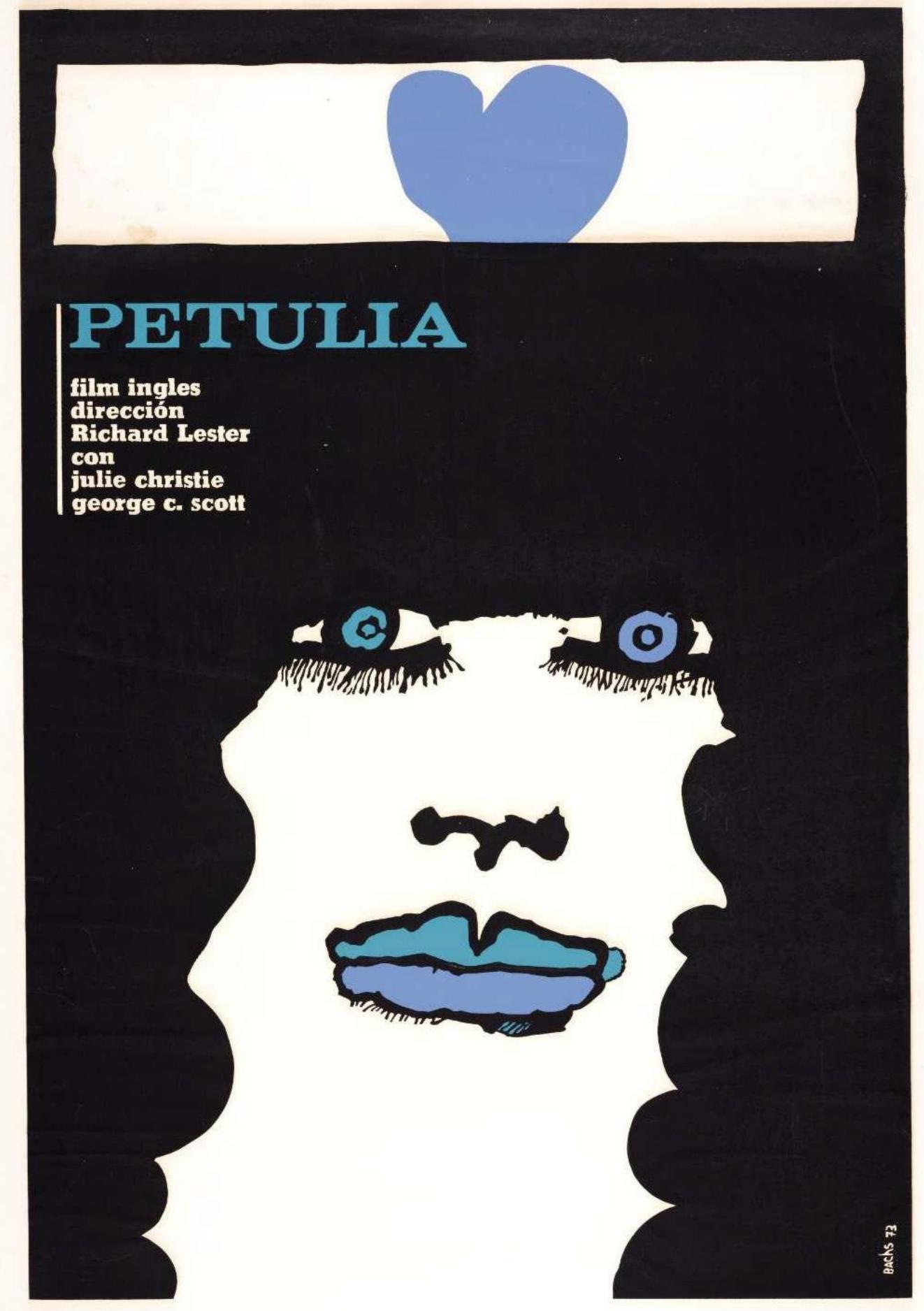


Benício, 1971



Autor não identificado, s/d

Ana Teresa, s/o



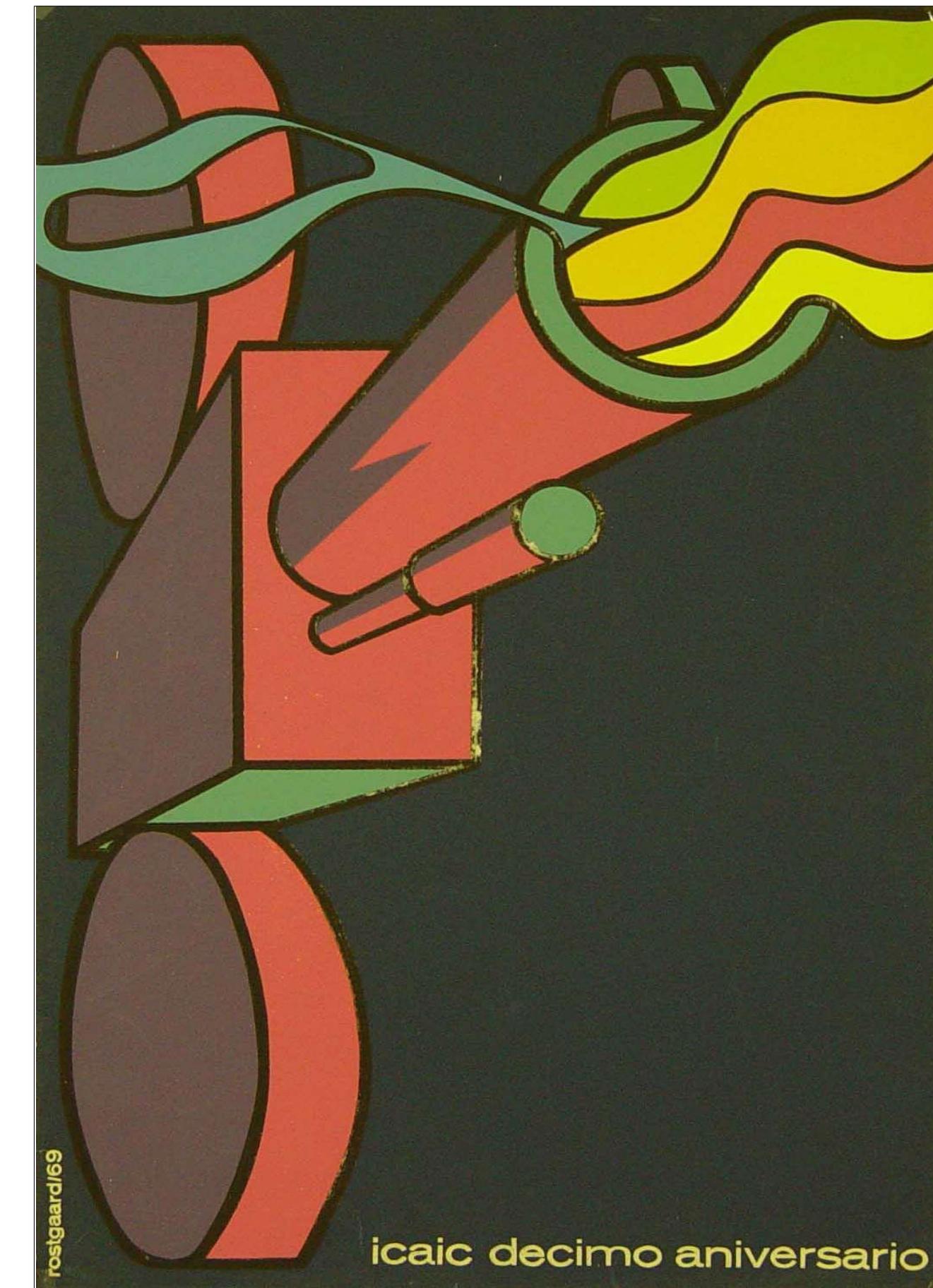
Eduardo Muñoz Bachs, 1973



Eduardo Muñoz Bachs, 1977



Eduardo Muñoz Bachs, 1975



Alfredo Rostgaard, 1969



Emilie Chamie, 1955



Geraldo de Barros, 1954



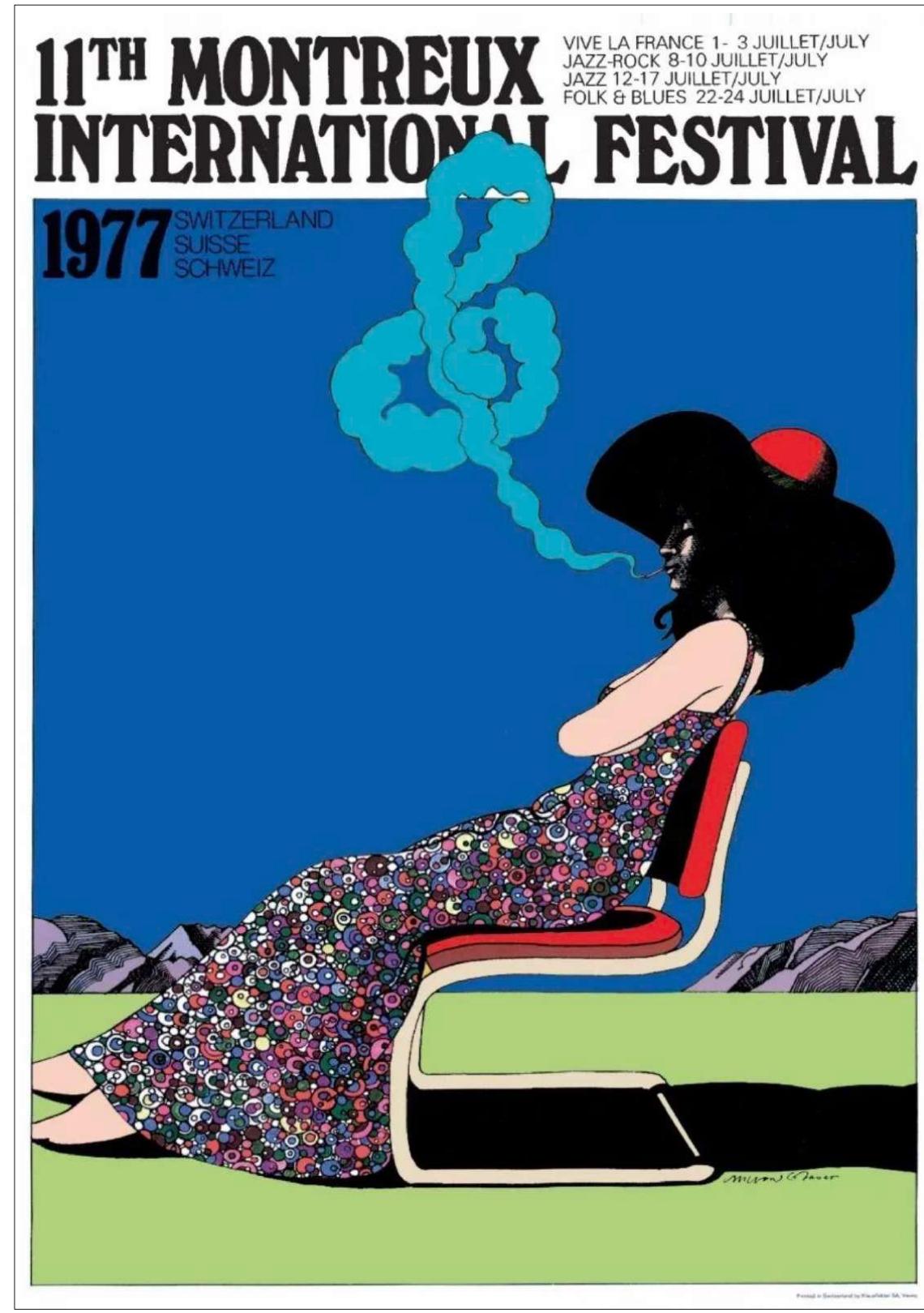
Autor não identificado, 1973



Autor não identificado, =1977



Keith Haring, 1983



Milton Glaser, 1977



F. Boisrond, 1987



Yusaku Kamekura, 1955



Tadanori Yokoo, 1979