Poster - Si vous toussez prenez des Pastilles Géraudel

Object: Poster

Place of origin: Paris (Designed and made)

Date: ca. 1896 (Designed and made)

Artist/Maker: Chéret, Jules, born 1836 - died 1932 (Designed)

Materials and Techniques: Colour lithograph

Museum number: E.136-1921

Gallery location: Prints & Drawings Study Room, room 514, case PR, shelf 140, box L

Public access description

Jules Chéret (1836-1932) is known as the Maître de l’Affiche, or the ‘Father of the poster’. This is primarily due to his groundbreaking developments in the colour lithographic process, but can also be attributed to his prolific output and ostentatious style. Chéret was capable of rendering even the most banal of subjects sensational. This talent is witnessed here in his poster advertising Géraudel cough drops. A young, gloriously-dressed woman proffers a cough tablet to the viewer as the source of her radiance and good health.

Descriptive line

Poster by Jules Chéret, Si vous toussez prenez des Pastilles Géraudel; French; ca. 1896.

Physical description

A sprightly woman in a feathered hat presents a tablet to the viewer, while holding a canister of the tablets in her other hand. Canisters of the medicinal product cascade down the right-hand side of the poster. In the background, scientific-looking apparatus can be seen.

Dimensions

Height: 236.5 cm, Width: 88 cm

Museum number

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URL

http://collections.vam.ac.uk/item/O144082/si-vous-toussez-prenez-des-poster-cheret-jules/