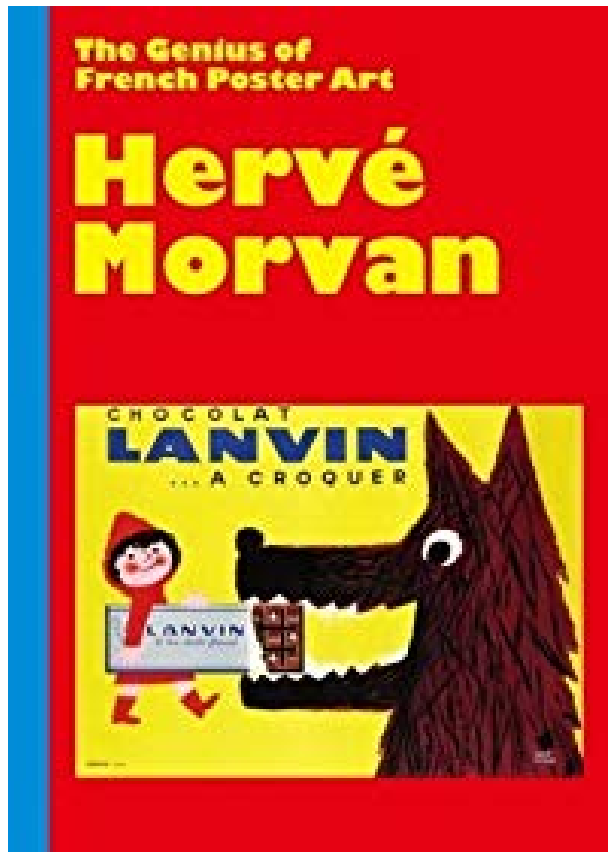


# Herve Morvan: The Genius of French Poster Art



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A collection of Hervé Morvan—colorful, cute and adorable characters. Hervé Morvan (1917–1980) is a great French poster artist and designer who became well-known for his advertising poster for Perrier in 1950. He drew increasing attention from his following works for Vittel, Evian, Danone, and Esso. Along with Raymond Savignac, who was his good friend as well as his competitor, Hervé Morvan is still quite popular. Morvan's works are relatively soft in touch compared with Savignac's, and lovely characters often appear in his pieces. This collection contains around 280 of Morvan's creations ranging from the advertising posters for kids, food/drink, household, fashion, travel, campaigns, alcohol, cigarette, film and music, and greeting cards. This lushly illustrated book is like a step back into a quaint advertising era.