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editorial

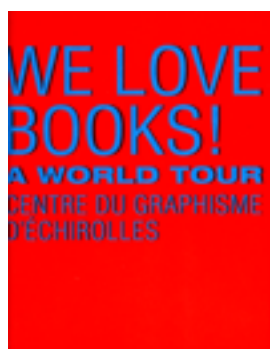
Le mois du Graphisme

See, listen, meet, discuss, debate are the key words of Graphics Month (from 22 November 2008 to 31 January 2009). About 18,000 visitors were welcomed to the last Graphics Month. 90 students took part in the 4 day workshop in Méaudre (Vercors). 1,000 individual visitors and 3,000 students from primary age to higher education were given guided tours. 500 students took part in educational workshops. A hundred or so graphic artists and artistic directors working in publishing in every part of the world exhibited during Graphics Month.

More than 500 books were included in the catalogue "We love books! a world tour". Despite sometimes diametrically opposed economic and social conditions, some remarkable works have been created and published.

"In South America and Africa the covers are more brightly coloured, more narrative, with drawings rather than photographs. In Western countries you still find a considerable influence from the Swiss school, based on contrast between filled and empty space, black and white, a fairly formal layout. There is also the Northern school (Germany and the Netherlands) influenced by the Bauhaus, constructivism and the De Stijl movement; and the American school, a mixture particular to an unpredictable aesthetic" Michel Bouvet interview, *Beaux Arts magazine*, March 2009.

Vous qui avez suivi  
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## **Exposition « Besoin d'écrit, la piste africaine » in Aubervilliers (93)**

The centre du Graphisme has supported and helped fund the exhibition “Besoin d'écrit, la piste africaine” [The need for writing, the African path]. Open from 30 March to 4 April 2009 at the espace Renaudie in Aubervilliers, the Franco-Malian arts organisation, BlonBa, presented an exhibition revealing the secrets of handwritten calligraphic texts.

The exhibition showed how the African continent, like Mali, has responded in a specific way to the “need for writing” by introducing its own alphabets and syllabaries in order to resist the penetration of Western culture. Visitors were able to appreciate the presentation of objects and examples of calligraphy (collected in Africa), videos, a wall newspaper, and other exhibits.

## **Le centre du Graphisme is a guest at the international Book and Press Show in Geneva**

Although the Geneva show is for books, posters appear too, a distinguished guest for a couple of years, thanks to Jean Musy, director of Radio Zones. After the Polish poster (2007) and the Persian poster (or “call”) (2008), the French poster took pride of place at the 2009 show which ran from 22 to 26 April 2009.

The centre du Graphisme presented some sixty posters from its collection, selected by Alain le Quernec under the general title “Made in France, contemporary French posters”. The Genevan public were able to see the works of Philippe Apeloig, Michal Batory, Michel Bouvet, Anette Lenz, M&M, Alain Le Quernec, Pierre Bernard, Rudy Meyer, Catherine Zask, Nous travaillons ensemble and Jakob&Janelle.

Four debates were chaired by Jean Musy and broadcast on Radio Zones in which Michal Batory, Michel Bouvet, Christophe Gaudard, Sébastien Courtois and Diego Zaccaria participated and talked about the job of the poster artist and the questions and worries about the future of the poster aroused in France.

## Graphic design present in Geneva thanks to the centre du Graphisme

Some prestigious publishing houses, notably French, were present at the Geneva international book and press show. Yet few works dealing with graphic design were offered to visitors, and fewer still those offering in-depth thought in an area common to the population at large yet paradoxically little known.

So Diego Zaccaria's "L'affiche, paroles publiques" [The poster, public messages] published by Éditions Textuel and works published by the Graphics Centre, notably the most recent "We love books! a world tour", the exhibition catalogue of the last Graphics Month introduced by Michel Bouvet, appeared to be an exception. French publishers, more effort needed...

### L’Affiche, paroles publiques, de Diego Zaccaria

Diego Zaccaria invites the reader to revisit more than a century in the history of graphic design and to think about the place of the poster in public debate and about the social responsibility of the poster artist. This book is not strictly speaking a history of the poster but a historical reflection that takes the poster as its starting point. The poster, the bearer of a public message, reveals itself to be a superb historical document, an exceptional social record which provides an insight into the ways a period thought. Far from being a "junior telegraph operator" passing on a message, as Cassandra thought in the 1930s, the poster artist is always conscious of his social responsibility. As Diego Zaccaria stresses in this detailed study, posters are the "political, artistic and social summary of an era".

Read it for pleasure, to see, whether for the first or another time, more than a hundred posters that reflect their era. Essential reading for a better understanding of the role of the poster in society.



*L’Affiche, paroles publiques,*  
[The poster, public messages],  
by Diego Zaccaria,  
Éditions Textuel, 256 pages, 49 euros  
Order from your local bookshop.

## Échirolles Festival of Amateurs in the Visual Arts (2 to 30 June 2009)

In response to the Mayor of Échirolles' wish to give a place to practising amateur artists in his town, in 2006 the Graphics Centre launched le Festival des Arts Visuels en Amateur [Festival of Amateurs in the Visual Arts]. 3 photographers, 2 sculptors, 1 artist specialising in drawing and 18 painters are exhibiting this year at 10 venues in the town. Meet the artist sessions with every exhibitor are held at the exhibition venues.

This enables everyone to find out about and share an artist's passion while enjoying drinks and a buffet supper. Official opening: Private view: Wednesday 3 June at 6pm at Échirolles Hôtel de Ville (town hall).



See dates for all Meet the Artist sessions

## Prospects for the centre du Graphisme

A permanent Centre coming soon. The New Centre will be set up in Échirolles' old town hall, a "Patrimoine de l'Isère" listed building, providing premises of 1000m<sup>2</sup> including about 450 m<sup>2</sup> of exhibition rooms in the Autumn 2011. The new Centre will present exhibitions throughout the year. The ancillary rooms (lecture room, a room for workshops and a multimedia room) will enable students, schoolchildren, professionals and visitors to fully benefit from exhibitions by attending awareness workshops, lectures, etc. The project has been entrusted to the architects "L'autre fabrique". Isère départemental council and the Rhône-Alpes regional council have confirmed their commitment to the proposal put forward by the town of Échirolles. The Ministry of Culture regards it favourably. The final pre-project will be submitted in September 2009.

Participate in this adventure by helping us find a name for this new organisation.

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