

## **Leonetto Cappiello**

Leonetto Cappiello, born 9<sup>th</sup> April 1875 in Livorno, Italy, was an Italian poster art designer who lived in Paris. He is often referred to as 'the father of modern advertising' because of his innovation in poster design. The early advertising poster was characterised by a painter-like quality as evidenced by early poster artists such as Jules Chéret, Alfred Choubrac and Hugo D'Alesi. Cappiello was the first poster artist to use bold figures popping out of black backgrounds, a startling contrast to the early norm of poster artwork.

The first exhibition of Cappiello's work was in 1892, when one of his paintings was displayed at the municipal museum in Florence. Incredibly, he had no formal training in art.

After the First World War, Cappiello returned to producing posters, including the Campari Spiritello artwork. In 1919 he began working with a new publisher, Devambez, marking the second period in his career. Over the course of his career Cappiello produced more than 530 advertising posters. Today, his original posters are still collected, sold at auction and by dealers around the world.