



An advertising poster for Air France with a world map

BOUCHER, Lucien.

Air France. Réseau Aérien Mondial.

Paris: Perceval, 1947. Chromolithograph. Sheet SIZE 535 x 910

£1,500

An Air France poster showing the airline's expanding network immediately after the Second World War. It has a map of the world on Mercator's Projection, marked with the airline's routes to the United States, Buenos Aires, West Africa, Madagascar, Indochina, Hong Kong and Australia. The map is decorated with some of the traditional elements of world maps, including a large compass rose with Air France's Pegasus logo, ships, fish and animals. Lucien Boucher (1889-1971) started his career as a cartoonist for satirical magazines before focusing on poster artwork for film and advertising. He is best known for the series of Air France posters that he made between 1934 and 1962.

Stock ID :22185