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Mr T: The Posters of Jerzy Treutler

2nd February — 17th March 2012



Kemistry Gallery and Twarda Sztuka Foundation are proud to present *Mr T: The Posters of Jerzy Treutler* - a celebration of Treutler's work from the 60s & 70s, and classic Polish poster design. Jerzy Treutler's exhibition at Kemistry Gallery marks his first solo show in the UK. Working directly with Twarda Sztuka Foundation, the gallery proudly presents a selection of over forty of his prints, including classic film, sport and event posters. A selection of limited edition, signed, print reproductions will be available to purchase from the gallery.

Jerzy Treutler and the School of Polish Posters

After the Stalinist rule was lifted from Poland in the 1950s, it allowed room for artistic expression and heralded a golden age of poster design for the country. The creation of education and graphic workshops in Krakow, Gdansk, Katowice and Warsaw Fine Art Academy, amongst others, enabled the development of Poland's now iconic poster designs and inspired a whole group of young artists.

The artists of this time relied on commissions from commercial companies and state institutions. There were a few main institutions responsible for commissioning posters: Centrala Wynajmu Filmow (CWF), Art & Graphics Publishers (WAG) & Central Office for Art Exhibitions (CBWA). The state-controlled nature of the industry during this period, allowed an artist-driven approach to the creation of work, more akin to fine art than commercial art. This enabled designers to produce work that was not dictated by the commercial and economic constraints of agencies and film studios.

In a similar manner to Saul Bass, who enjoyed total freedom from the film studios, the artists were able to create powerful imagery inspired by the movies and events without necessarily detailing them: no head shots and movie stills, no necessary direct connection to the title. In turn providing the fertile framework that gave rise to the School of Polish Posters that would come to characterise the era and influence design for future generations.

"The Polish School of Posters can be best described as being bold and colourful with painterly orientation and one I embraced as a graphic artist with all my heart, it was an exciting and creative time for me" - Jerzy Treutler

Jerzy Treutler's work illustrates this period of creative freedom and he is recognised internationally for his participation in the School of Polish Posters. Treutler's work is as diverse as the varying styles that have come to be associated with Polish poster design. After his graduation from the Warsaw Fine Art Academy in 1955 to the 1990s, Treutler designed film, exhibition, sport and national information posters for various central agencies; creating over 150 posters, several book covers and numerous corporate logos and illustrations. From 1970 to 1984 he was an advisor at the Publishing Institute, and then Graphic Supervisor at WAG (later KAW). During 1985 until 1991 Treutler worked as the chief graphic designer for the Polish Association of Book Publishers (PTWK). Through his involvement in all aspects of the publishing and design industry, Treutler is a key figure in Polish design and his imagery has influenced every aspect of social life in Poland.

Treutler's work utilises bold colour, simple imagery and vivid lines to underline the strength of the message, and is distinguished by an abstract style typical of the Polish poster artist. *“Mr Treutler is a man of vast inner space, substantial modesty, and a subtle sense of humour, who loves the creative process but is mindful of the need for detail. [...] He is able to think like a child with no creative boundaries, but he also works with a sense of discipline and craftsmanship depicted by each precise line that is drawn, in every graphic design.”*

- Ewa Reeves, Twarda Sztuka Foundation

Polish posters and the work of Jerzy Treutler, remain as fresh and inventive as the day they were produced. A small but dedicated market for Polish posters has emerged over the years. Polish posters are now reaching China and continue to speak and resonate with new audiences. Driven by more than just nostalgia, its aim is the preservation of what is both testament of a cultural heritage largely unknown outside its borders and an immense source of inspiration for today's young artists. This is a testament to the conceptual ideas and teachings of Warsaw Fine Art Academy, who promoted that the best posters are those with a simple and bold graphic. Despite different trends in technology, the basic concept in Polish graphics remain the same and its influence can be seen in the work of Michal Ksiazek, Homework and the array of contemporary, minimal film posters that have been produced in the last few years.

Notes to the Editor:

- Jerzy Treutler studied graphics at Warsaw Fine Art Academy under Tadeusz Kulisiewicz 1952-1954 and graduated with a diploma in 1955
- Jerzy Treutler received the title of Graphic Expert from the Polish Ministry of Culture in 1977.
- Jerzy Treutler was born on 31/05/1931 in Beszyn, Poland. His father was a land proprietor. Treutler now lives in Warsaw with his wife.
- He recently completed a poster workshop with school children in Warsaw, organised by Twarda Sztuka Foundation.



Twarda Sztuka Foundation

The Twarda Sztuka Foundation, Warsaw, was founded in October 2009. The foundation aims to promote and encourage the popularisation of arts and culture in every aspect of social life, through publications, events, workshops and exhibitions.

www.twarda-sztuka.pl

Kemistry Gallery is an independent graphic design gallery dedicated to exhibiting the work of outstanding designers both past, present and upcoming. Kemistry Gallery is the only independent gallery doing so in the UK; it exists as a one-off, having built up a far-reaching and highly respected reputation for showcasing many talented designers and promoting design to a wider audience.

For more information on Kemistry Gallery visit:

www.kemistrygallery.co.uk