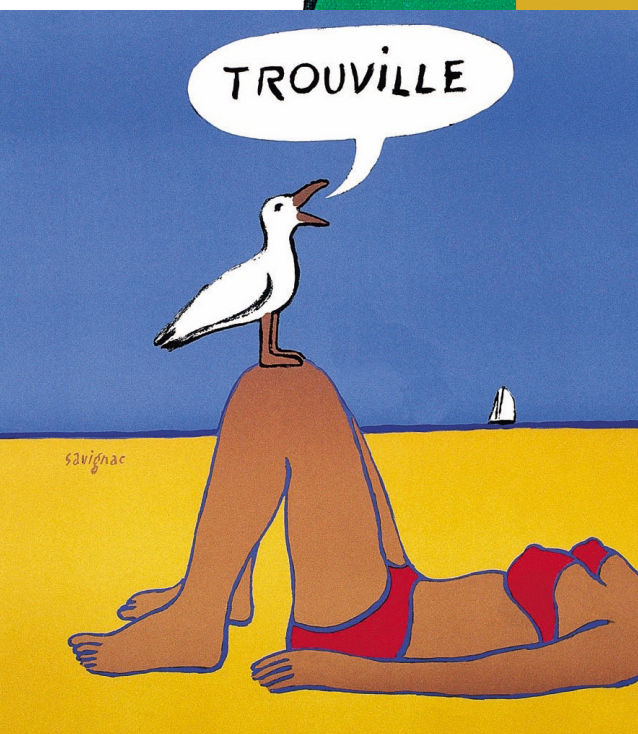


## RAYMOND SAVIGNAC



### ADVERTISING TROUVILLE ...

#### >>> SAVIGNAC AND TROUVILLE - A GRAPHIC ALLIANCE

Savignac and his wife, known to everyone as Mimi, got into the habit of spending their weekends in Trouville, probably because she had friends here. In the 1970s Trouville became their second home. Finally, they left Paris for good in 1979. In spite of his flight from the capital, Savignac's professional activity never stopped. At first Savignac kept a low profile in Trouville, but his reputation caught up with him in 1984 thanks to two projects: the first his poster for the Humour Exhibition, organized by the Maison des Jeunes de Trouville; the second his contribution to an exhibition of commercial art organized by the biscuit manufacturers "Lu".

In 1985, for la Nuit des Funambules, Savignac produced a magnificent poster which captured the public imagination. This gave momentum to the gradual creation of Trouville's graphic heritage. The first exchange between the Villa Montebello Museum and Savignac occurred in 1987. Honoured to have such a distinguished inhabitant, the town offered to store Savignac's work, produced over a 40-year period, in the museum archives, and to help him make an inventory. Savignac gave the museum both his original drawings and the finished prints, whenever he had several copies. The culmination of this budding collaboration was Trouville's Savignac Exhibition in the summer of 1986, which involved an exhibition at the museum, the showing of a film, "Savignac, l'homme de la rue", and a Casino Ball where Savignac was undoubtedly the star. In addition to the institutional and touristic promotion of Savignac, the Trouvillais have adopted his posters by displaying them as murals, giving him an unexpected but glorious continuation to his career.



#### CONTACT PRESSE

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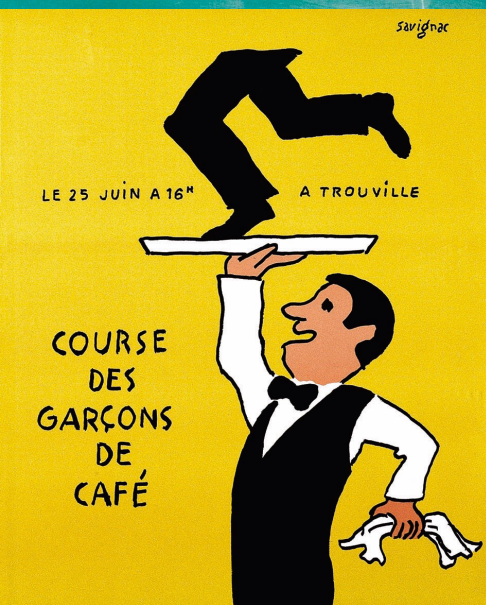
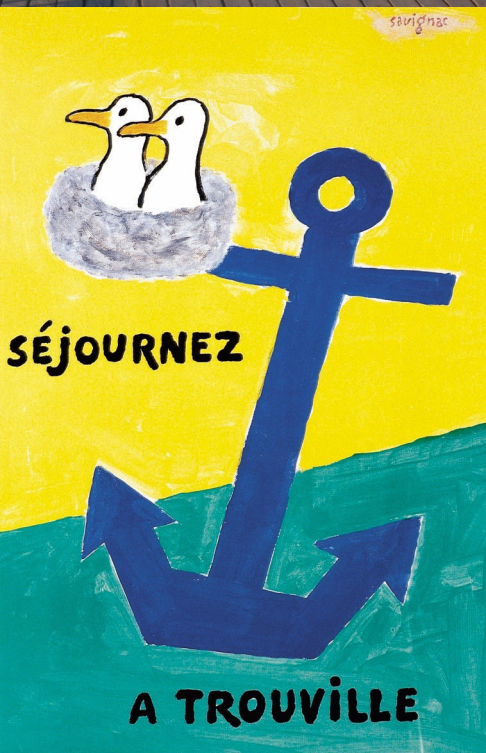
Accès rubrique presse et photothèque :

<http://www.trouvillesurmer.org/fr/presse>

Codes d'accès : pro/ott

Savignac's style makes a break with the images traditionally used to advertise the resort, but twenty years later it becomes clear that his art is fully in keeping with the image of a town loved by artists, an image conveyed by the painters of the 19th century and the posters of the Belle Epoque.





## >>> THE SAVIGNAC GALLERY

Opened in 1984 to receive exhibitions on various themes, the museum gallery is now devoted to exhibiting Savignac's posters, which are very popular with the general public, but a different visual experience from the rest of the museum collection.

The foundation stone of this project was laid in 2008, during "Les Journées Savignac", with a first exhibition of works selected from among some 549 posters, lithographs, drawings and greetings cards in the museum archives.

The title of the exhibition was "La Révolution Savignac 1949-1959". The whole collection is permanently accessible via a multimedia terminal.

## >>> PROMENADE DES PLANCHES « PROMENADE SAVIGNAC »

In 2001, the seafront boardwalk was rebaptised the "Promenade Savignac", in the presence of the artist, as a tribute to his art. His posters advertising Trouville are still displayed all along the boardwalk. In 2002 Savignac died and was buried in Trouville cemetery.

## >>> IN SAVIGNAC'S FOOTSTEPS

In 2002 Trouville paid a great tribute to the artist. Savignac loved Trouville, made the town his home, and imposed his tastes and personality on the image of the town. Beyond the rooms of the Villa Montebello, the streets of Trouville have really become an open air museum.

"L'affiche est fille de la rue", said Savignac: posters belong on the streets and it's there they communicate best. Today, Savignac's work has become a central part of our graphic inheritance, while nevertheless keeping its link with the street, thanks to the artist's successful collaboration with Trouville.

The walking tour leaflet, "In Savignac's Footsteps", leads you to discover the places where the artist left his mark, to admire the Savignac murals and above all the Promenade Savignac.

## >>> POSTERS FOR TROUVILLE

Savignac imagined about 30 posters for Trouville, which only represents a fraction of his output, estimated at about 900 works. Commissions poured in from the Tourist Office, which decided to work hand-in-hand with the poster artist. In addition to producing posters for events, Savignac's drawings were also adapted to decorate stationery and other objects... The seagull appeared for the first time in 1986. It returned for the "Festival du Nouveau Rire", and subsequently every time the town commissioned a poster.

## SOME POSTERS

Trouville sur Livres  
 Trouville Beach Golf  
 Nuit des Funambules  
 Bal des Affiches  
 Artistes du littoral  
 Humour à Trouville  
 Cartes de vœux  
 Festival du Nouveau Rire  
 La Baigneuse  
 Séjournez à Trouville  
 Trouville 2001  
 les Vapeurs  
 les Voiles  
 Le Flaubert  
 La Petite Jeannette  
 Les 4 chats  
 La Palette ...

