

**Museum
für Gestaltung
Zürich**
Freundeskreis

Edition 2011



Monotype, 2011

François Berthoud

Oil on paper, 2011

Edition of 20

26.7 × 36 cm

framed and signed by the artist

CHF 600 / CHF 480 (members)

available in the shops / the eShop

Swiss artist François Berthoud (b. 1961) is one of the outstanding fashion illustrators of our time, known for seductive graphic renderings of apparel, shoes, bags, and accessories that display an unmistakable signature style. Berthoud has achieved world fame with his illustrations for magazines such as Vanity and Vogue. His expressive, aesthetically refined linocuts are produced in a complex process involving composition, redrawing, transfer, cutting, and applying tints to the linoleum plate. Both Berthoud's fashion images and his illustrations are imbued with either an explicit or subliminal message, conveyed through subtle suggestion, conciseness, or a particular aesthetic. Erotic elements play a key role here, as Berthoud himself points out: "Eroticism is a constant theme, even in advertising. Compared to photography, illustrations offer more room for imagination and interpretation."