

## **Russian cinema and film posters**

The film poster belongs to our reality, just like the streets we walk in or the houses we see everyday. Apparently, film advertising is a simple art. To tell the truth, this phenomenon is a complex aspect of the film industry, linked to the tradition of advertising and its commercial power. It is the expression of a whole culture, of a perception of the world, but also an effective means of mass communication and an autonomous product of graphics. As regards cinema, the poster is the film's presentation, its graphic expression. Moreover, the film poster is like a small fragment of life in the 20<sup>th</sup> century, a symbol of the traditions, fashion and culture of this age. The poster plays a primary role in the artistic and social life of the country, thanks to its plurality of aspects and forms; it records all the changes that take place in politics, culture, economy and technology.

In our art gallery a lot of film posters by Anatolij Belskij, Boris Zelenskij, Jacov Ruklevskij, Michail Chazanovskij, Evgenij Grebenshikov, Vassilij Ostrovskij, Vladimir Kononov are available. All these artists owned a strong personality and were able to go behind a simple illustrator activity to stir up feelings and emotions.

History of Soviet film posters began in the years after Revolution. Thanks to "The Petemkin battleship" by Ejzenstein Soviet cinema obtained a world-wide fame. In these years Stenberg brothers, who first guessed the great expressive and aesthetic potential of movie poster, were the undiscussed stars of soviet cinema, well known all over the world. They were both graphic to set designers. In their posters is possible to find out a strong influence of artistic avant-gardes above all these tied to Constructivism. Many other important artists began their disciples as for example, Boris Zelenskij, Jacov Ruklevskij and Vladimir Kononov.

Our collection includes studies and sketch for the original posters, original posters in temper used for the mass production and some rare movie posters made in 20s and 30s. The whole posters collection includes about 3.000 pieces dated from 20s to 80s.