

**The Polish School of Posters**  
- **genesis, evolution, development, tradition**

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**Popular-scientific summary**

The research goal is the reconstruction of the history of the notion of the *Polish School of Poster* and the restoration of the proper designates of this concept, as well as filling gaps in Polish history of art referring to the history of the Polish post-war poster, both in its production and artistic aspect as well as the formal and organizational aspect.

In the history of post-war Polish poster, which in our country has achieved an exceptionally high professional level, the phenomenon called *Polish School of Poster* played a major role. This notion, existing for decades in social awareness and cultural circulation, never received enough scientific attention. There is no exhaustive monograph devoted to that topic in the Polish as well as in the international scientific literature. It is intriguing that the notion is well known, and there is not even a clear consent among scholars about the precise determination of the timeframe of this phenomenon. While in the 1950s and in the 1960s it was not controversial – it even seemed obvious – what was attributed with that phrase, then after 1989 the concept of the *Polish School of Poster* began to blur as it did to the creators participating in it, as well as the other people, who could know it only from second hand relations. And especially recently, when a number of publications devoted to the Polish poster, published in print as well as online started to appear, there are not only inaccuracies, but even misrepresentations and statements completely inconsistent with the actual state of knowledge. The aim of this research is to reconstruct the genesis of the notion of the *Polish School of Poster*, to indicate the political and social conditions conducive to its creation, to lay down the time frame of the phenomenon and divisions into particular stages of its development. An important element of the research would be also the characteristics of the most important representatives of the *Polish School of Poster*, their role (theoretical, artistic, pedagogical) on the formation of this phenomenon, as well as its evaluation. It will be important to indicate the end of the *Polish School of Poster*, its causes and characterize the situation of the Polish poster after the *Polish School of Poster* - which external and internal conditions determined the exhaustion of this formula. The Polish poster continued to be highly appreciated, but in a completely different form. In order to properly determine the place of the *Polish School of Poster* in the overall history of the Polish poster, it will be necessary to study poster transformations in the following decades, at least until the end of the twentieth century and describe the subsequent development phases. It will also be important to determine the influence of the *Polish School of Poster* on the poster history in the world, as well as the impact of current trends both in the art and design in Poland and abroad.