

Voir les antibiotiques
Looking at antibiotics

November 20 2019
- March 1st 2020

From Wednesday
to Sunday included

Musée de l'Imprimerie
et de la Communication graphique

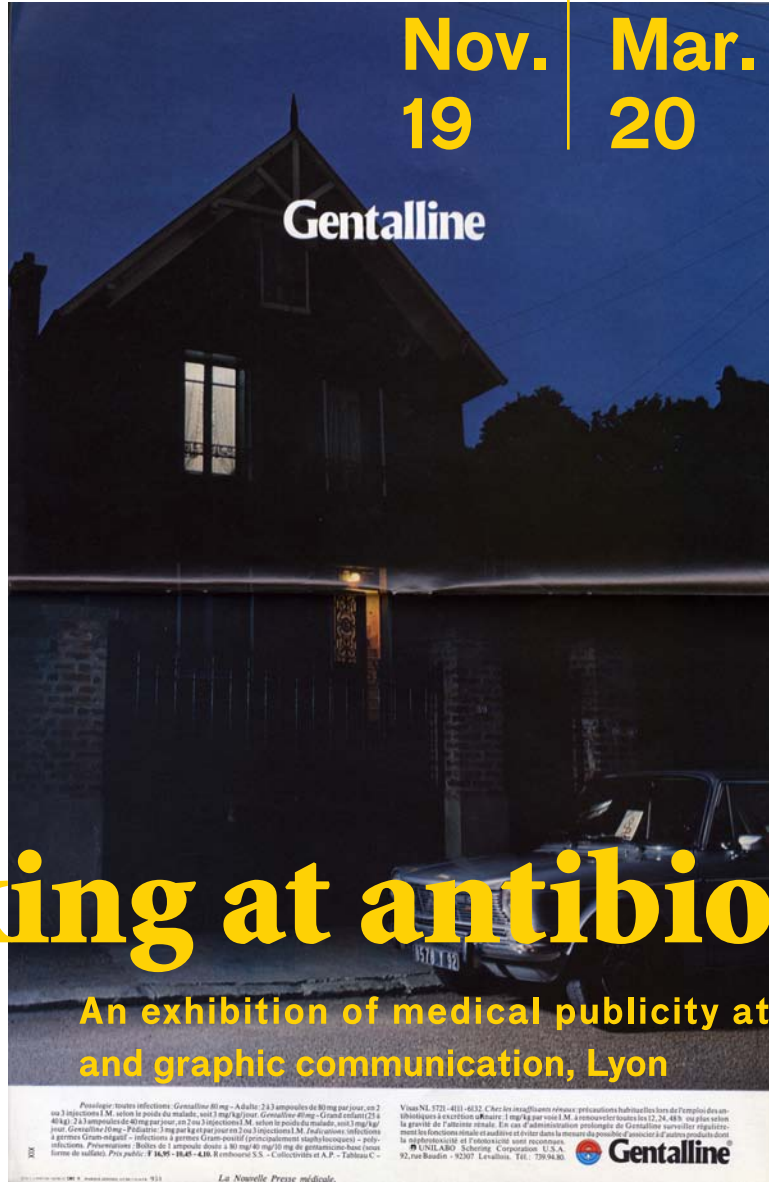
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musée de l'imprimerie et de la communication graphique

The Museum of printing and graphic communication will be displaying images of some 80 examples of professional advertising for antibiotics in this year's Petit Salon.



Crédits :
A - Gentalline, Unilabo, 1974. Prof. A. Andreumont collection
B - Claforan, Roussel, 1992. Prof. A. Andreumont collection
C - Doxycycline Plantier, GNR Pharma, 1986. Prof. A. Andreumont collection

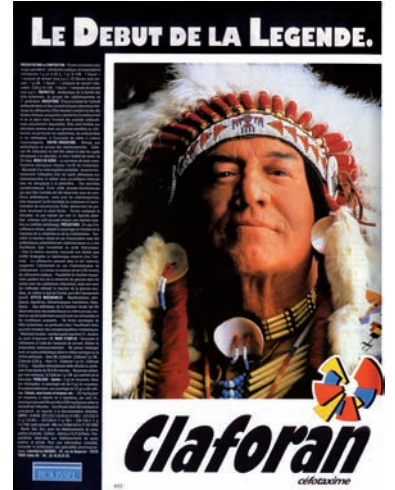
These images lead us into an unexpected universe of graphic art, close to that of poster, the cinema. We can observe how advertising has responded to the evolution in attitudes of medical staff on the one hand, patients on the other, towards antibiotics, which have moved over a period of seventy years from miracle cures to medicaments at risk.

13,
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Lyon 2^e

Métro Cordeliers

Wed.
au sun.
10H30
- 18H

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imprimerie.
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These documents, which cover a broad period from 1945 to the 2000s, reflect the extraordinary saga of antibiotics that have revolutionized medicine before being today in danger, betrayed by their success and their overconsumption. These documents, are from the archives of Professor Antoine Andreumont, an international specialist in the study of the resistance of bacteria to antibiotics.