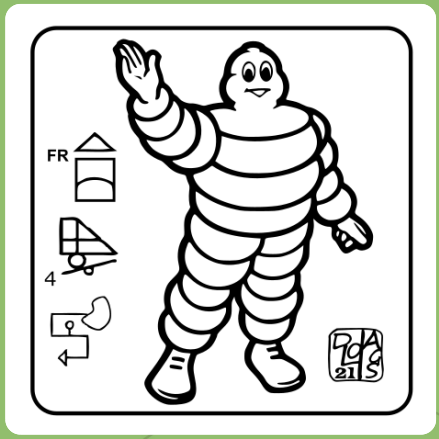


1850-1900

06-ÉCONOMIE
COMMERCE
ENTREPRISE

FRANCE

04-SAVOIR
SIGNIFICATION
SIGNE
SYMBOLE

VOITURE

Bibendum

Created in 1898, Bibendum is Michelin’s mascot and one of the world’s most famous advertising figures. Made up of a stack of tires, this character first appeared at a time when the automobile was still a novelty. His name comes from a Latin expression meaning roughly “one must drink.” In the early posters, Bibendum symbolically “drinks” away the obstacles on the road. Over time, he became much more than an advertising tool. He entered the history of graphic design, design, and popular culture. Few industrial mascots have achieved such longevity. Bibendum demonstrates how modern companies create their own mythologies. Through him, a technical object becomes a character, then a cultural icon. He now belongs as much to the history of art as to that of industry.