

Romainville & Hemostyl

Notes

“BIRTHPLACE OF THE FRENCH PHARMACEUTICAL INDUSTRY

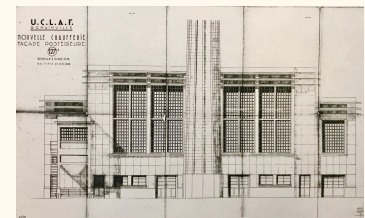
Industrial Romainville is closely linked to that of its founder, the veterinarian Gaston Roussel (1877-1947). Young medical graduate, in 1909 he discovered a remedy against anaemia: Hemostyl, which was manufactured in Romainville. Hemostyl serum was used to treat and heal many infantry returning from the front during the First World War, to restore strength and resistance to people with anaemia, tuberculosis and hemorrhages. The Romainville location was partly due to the proximity of the slaughterhouses of La Villette, which had been associated with the treatment of bones, skins, blood, slums allows the manufacture of glues, gelatins, soaps and then drugs”

What is Hemostyl made out of?

Properties of a serum taken from rabbit's blood. ¹

Gaston Roussel

“He discovers the properties of rabbit serum and demonstrates that this serum can revitalize people with anemia. Having to treat weak people with little resistance to disease, he demonstrates that rabbit serum,



¹

<https://www.fondationfiminco.com/en/historyofthesite/#:~:text=The%20history%20of%20the%20site,serum%20taken%20from%20rabbit's%20blood.&text=Hemostyl%20rapidly%20became%20the%20classic%20medicine%20for%20anaemia%2C%20tuberculosis%20and%20haemorrhages.>

regenerated after a first bleeding, can strengthen human immune defenses, this serum having hemopoietic and hemostatic properties.”

For this project I created a pill bottle based off of Romainville and the history of Gaston Roussel's work with Hemostyl. In order to do this I used the research from last class along with looking further into the history of his specific work. I was shocked to see that he made this drug based off of properties in rabbit blood and how that affects the body. I also took inspiration from the old ads for hemostyl. The fondation fininco definitely has this lab look to the buildings. I was also interested in the influence that Romainville had over WWI and how it was a place where people were able to come back to in order to be treated. In order to convey this theme of war and blood work, I used the lights in blender to create a red shine and made the objects reflective. I found a scene similar to the trees and nature that I saw in Romainville when visiting as a reflection on the bottle. I included the radio tower in Romainville on the package design because it sends messages and broadcasts around Paris, similar to how these ads in the magazines were spread.