



ART  
NOUVEAU



**Art Nouveau**, 1890-1920

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**Art Nouveau**, 1890-1920

American **Louis Tiffany** was famous for his art nouveau glass creations.



Hishikawa Moronobu,  
1682 woodcut

**Ukiyo-e**, “the floating world”

Named for the arts & entertainment districts  
in Edo (Tokyo) during the Japanese Tokugawa  
period, 1603-1867.



## Ukiyo-e

Kitagawa Utamaro,  
late 1700s block  
print



## Ukiyo-e

Katsushika Hokusai,  
c. 1830-32 block print



**Ukiyo-e**  
Katsushika  
Hokusai,  
c. 1830-32  
block print



**Ukiyo-e**

Ando Hiroshige,

c. 1856-59

block print



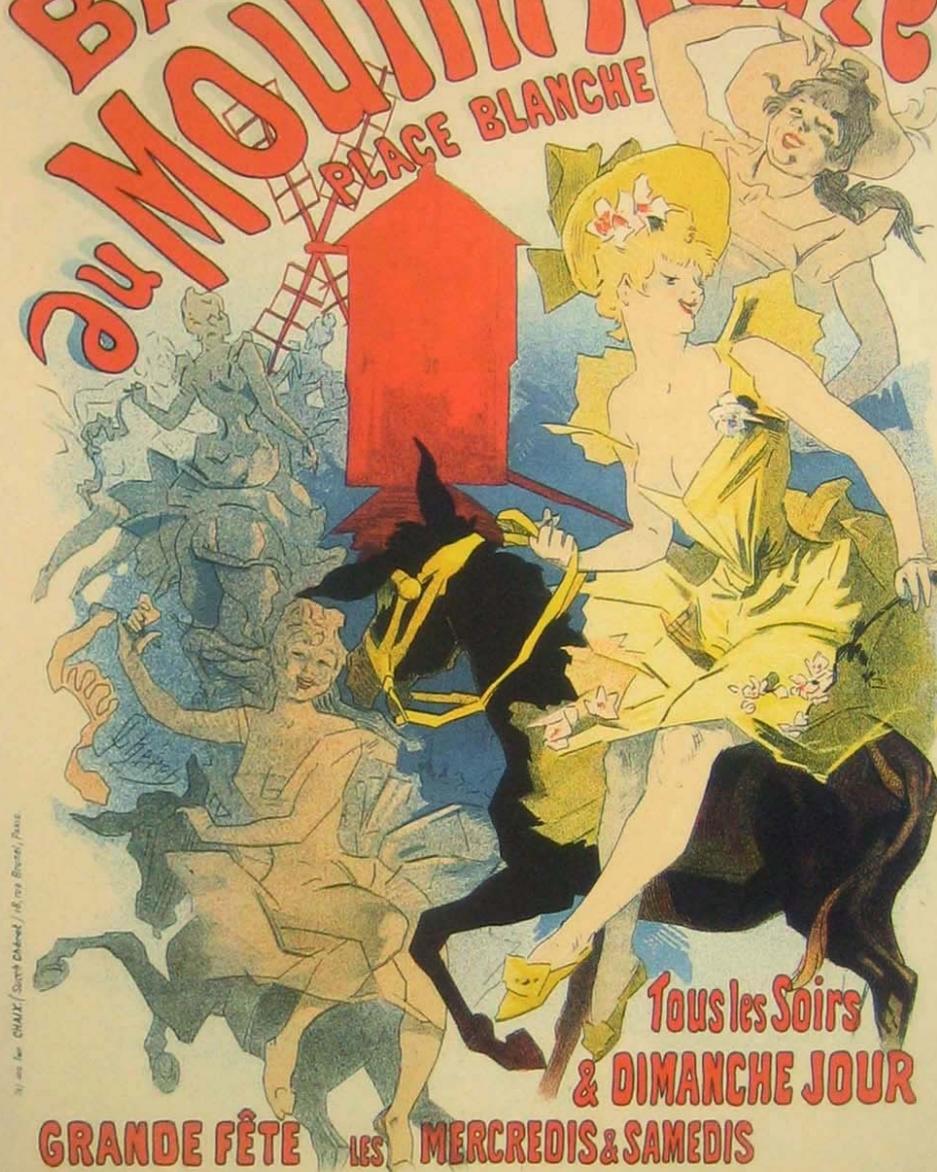
### Jules Chéret

The father of the modern poster — his over-sized street posters took Paris by storm.

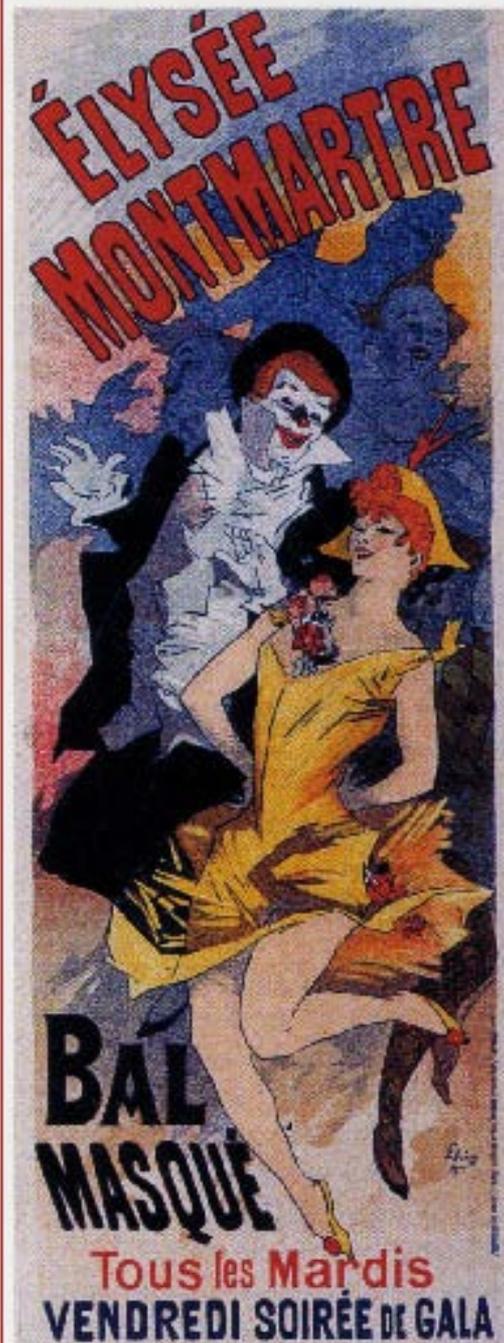
Trained in lithography, Chéret drew his color plates on lithographic stones.

# BAL du Moulin Rouge

PLACE BLANCHE



**Jules Chéret**  
started the trend  
in using sexy  
women's images  
in advertising.



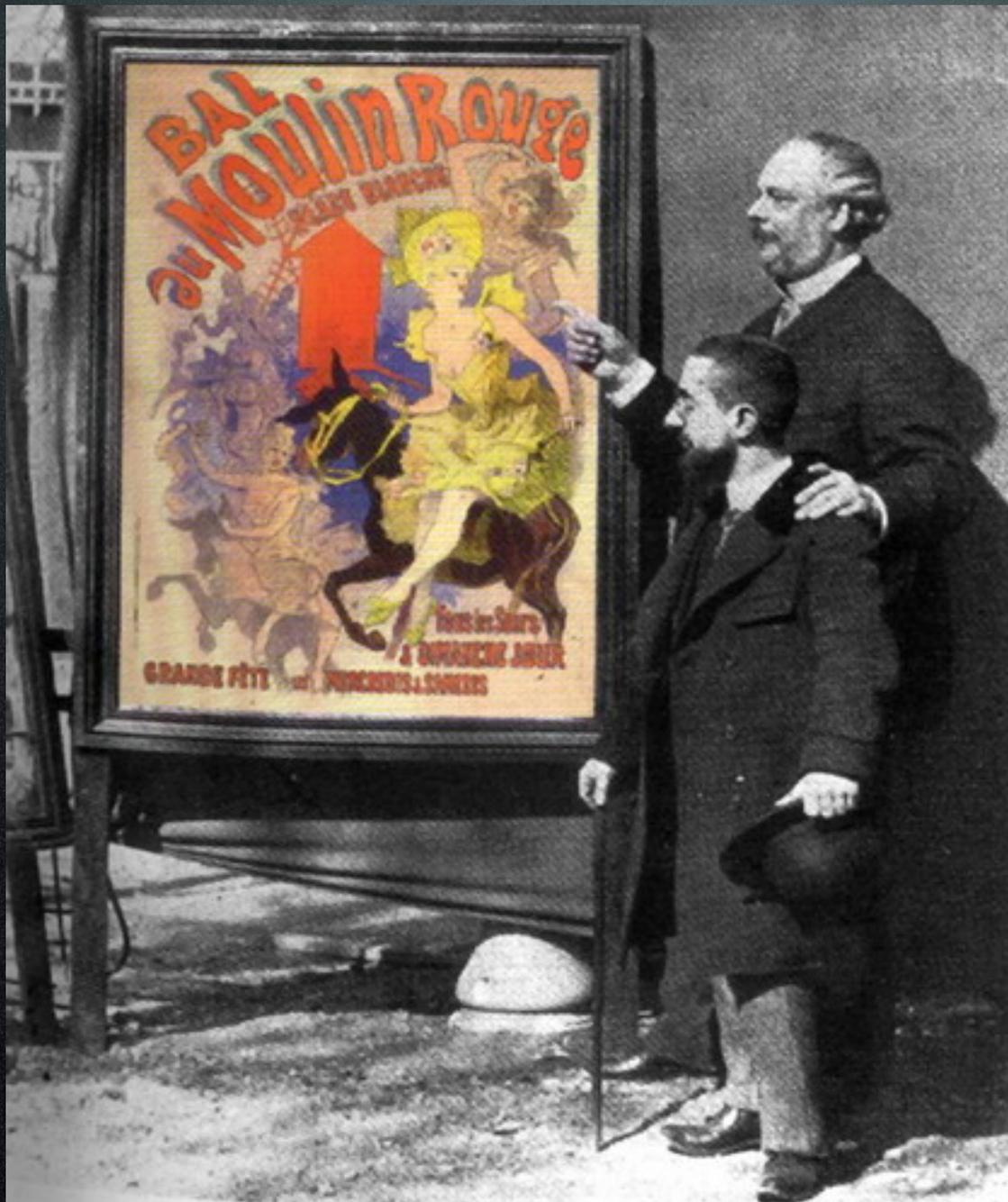
## **Jules Chéret**

His carefree, liberated female archetypes defied the Victorian standard and were dubbed "*Chérettes.*"



## **Maison de l'Art Nouveau**

In 1895 Siegfried Samuel Bing opened his famous gallery which showed works of artists of what would become known as the **Art Nouveau** movement.



**Jules Chéret** capitalized on the public's craving for prints by arranging for 97 artists (that's Toulouse-Lautrec standing with him) to sell posters through his "Maîtres de l'Affiche" (Masters of the Poster) enterprise.

SALON DES CENT

31, RUE BONAPARTE, PARIS (DU 3 AU 25 AVRIL)  
5 FR. LE MARDI — 1 FR. LES AUTRES JOURS.  
LIBRE LE DIMANCHE \*\*\*\*\*



EG

EXPOSITION 2<sup>ME</sup> PARTIE  
DU  
1<sup>ER</sup> OCTOBRE  
20 E. GRASSET

**Eugène  
Grasset**

Like Chéret,  
Grasset formed  
the transitional  
phase between  
Victorian and  
modern art.  
Exhibition  
poster c. 1894.



VERROUX, DUCOURTIBOUZ & HOLLARD, SC

## Eugène Grasset

He illustrated in a “coloring-book style” of thick back contours locked in flat areas of color, similar to that of medieval stained glass windows.



**Eugène  
Grasset**

studied medieval  
art intensely and  
also loved the  
Asian woodblock  
prints exhibited  
in Paris.



Renoir, 1876

### **La Belle Époque**

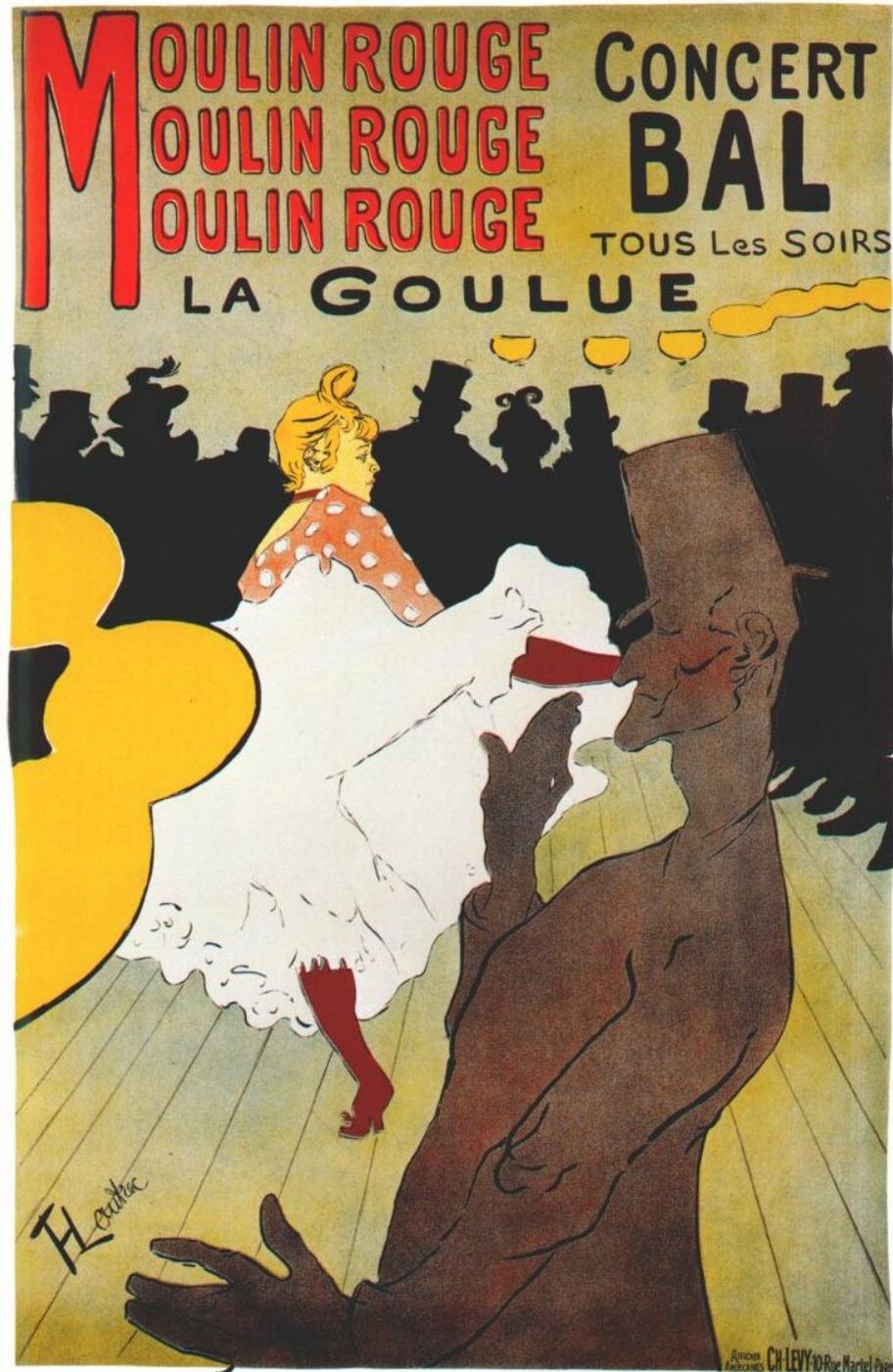
The late 19<sup>th</sup> century Paris was a relatively peaceful and stable time called “*La Belle Époque*” (*The Beautiful Era*) that coincided with economic growth, spendable income and leisure time.



Toulouse  
-Lautrec,  
1892

### **Henri de Toulouse-Lautrec**

A painter inspired by the French impressionists, Toulouse-Lautrec is also known for his journalistic, illustrative style that captured the glittering nightlife of Paris during the belle epoch era.

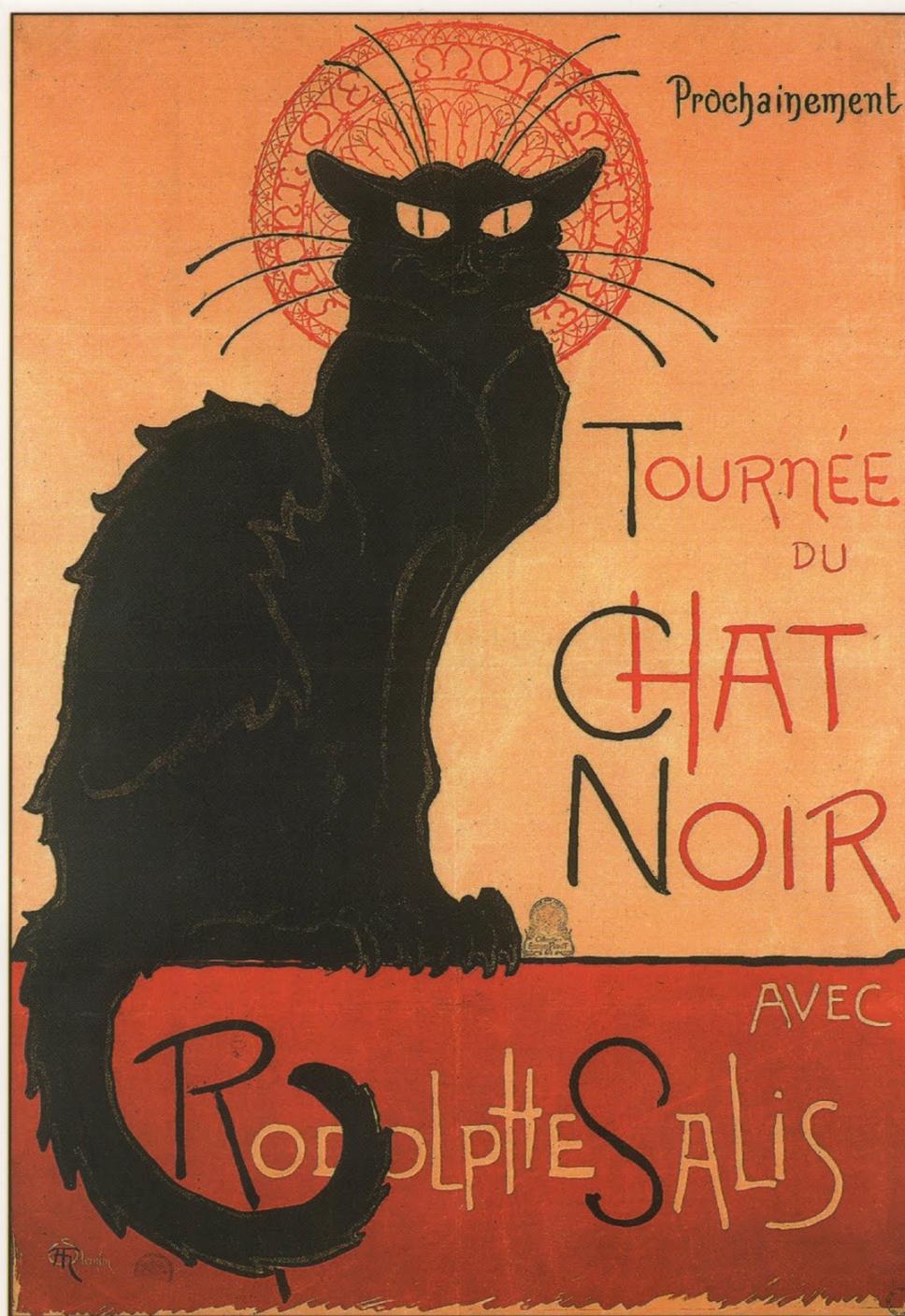


**Henri de  
Toulouse-  
Lautrec**

used dynamic patterns of flat planes and simplified shapes in his poster designs.



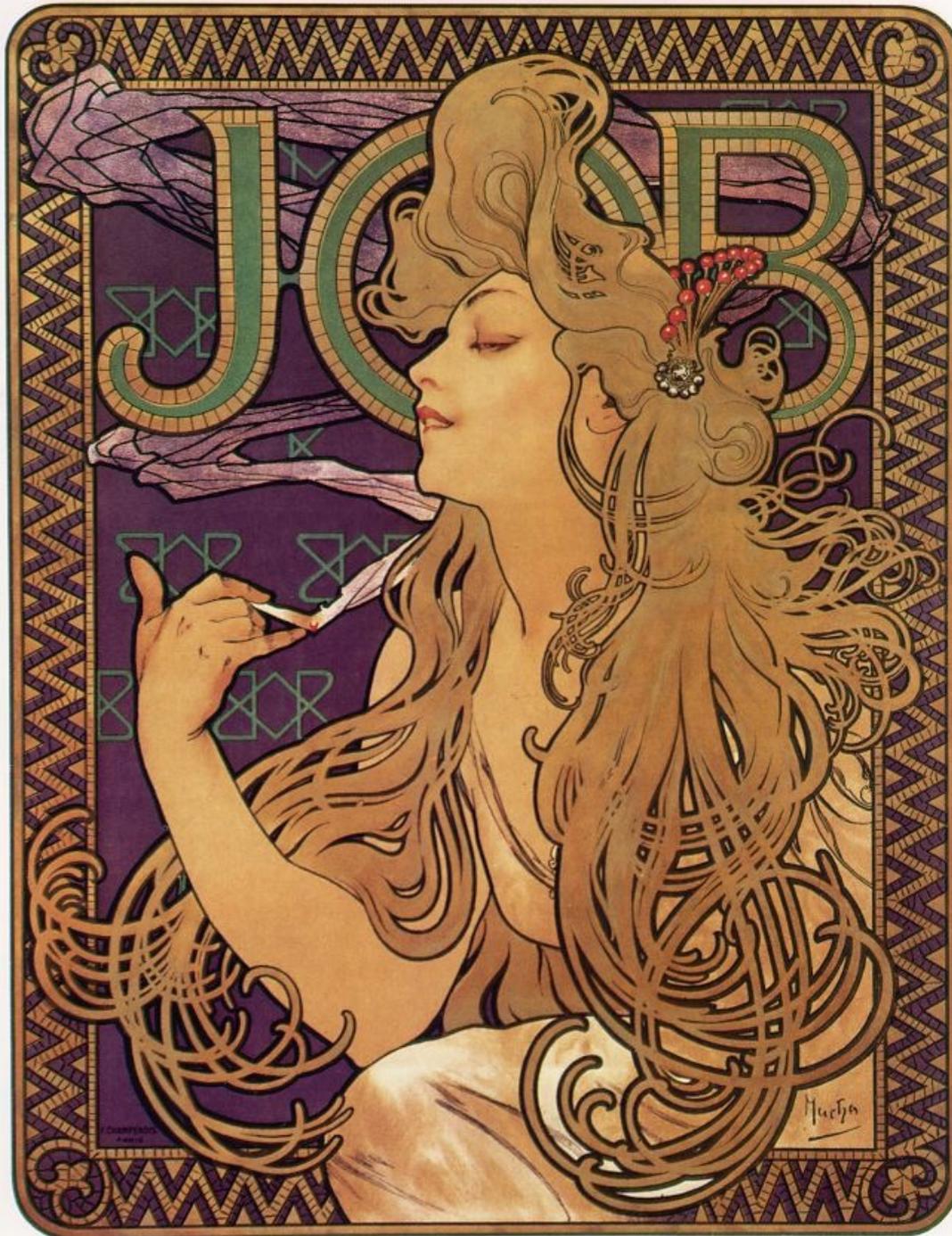
Aristide  
BRUANT  
dans son cabaret



**Theophile-Alexandre Steinlen**

was a contemporary and sometime rival of Toulouse-Lautrec.

Steinlen designed this poster for *Le Chat Noir*, a popular Paris cabaret venue.



## Alphonse Mucha

His stylized hair patterns became a hallmark of the Art Nouveau period.



Eugène Grasset, 1894

Alphonse Mucha,  
1894



## Alphonse Mucha

Received instant fame with this theater poster featuring actress Sara Bernhardt as Joan of Arc – styled from theater sketches and a pose from an earlier poster.



## Alphonse Mucha

Another poster for the production of Joan of Arc starring actress Maude Adams, 1909.

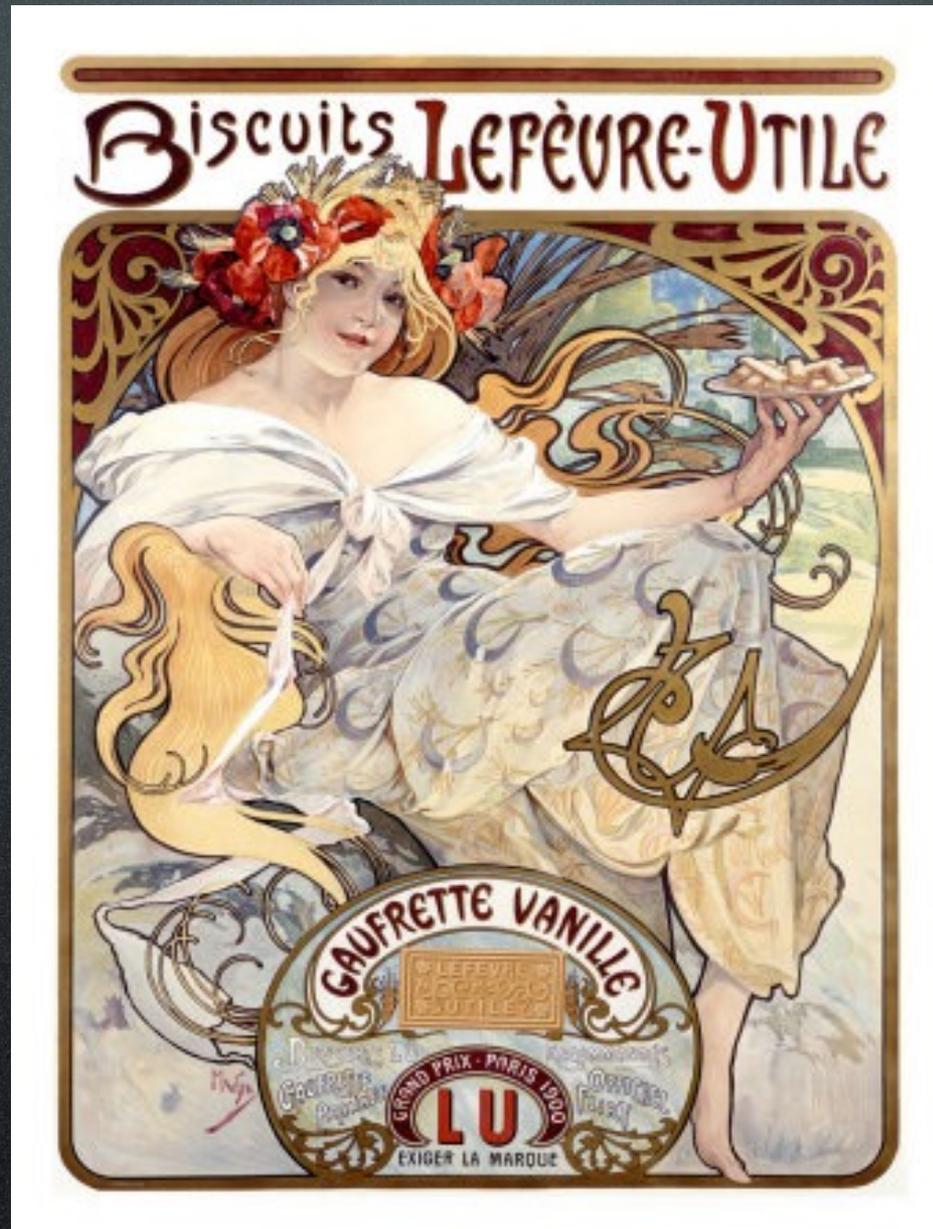


**Alphonse Mucha**  
Poster advertising  
champagne.



**Alphonse Mucha**  
Poster advertising  
chocolate.

COMPAGNIE FRANÇAISE DES CHOCOLATS ET DES THÉS



**Alphonse Mucha**  
Poster advertising  
a biscuit (cookie).



## Aubrey Beardsley

In England, Beardsley created his stark black and white images from photoengravings, rather than hand-cut woodblocks.

Art nouveau designers embraced modern technologies.



**Aubrey  
Beardsley** had a somewhat  
shocking  
reputation for  
exotic imagery.

# BRADLEY HIS BOOK



PRICE TEN CENTS  
FOR SALE HERE

# JUNE

## William H. Bradley

Inspired by William Morris, he established The Wayside Press in Massachusetts and introduced Art Nouveau to America.

# The Chap-Book

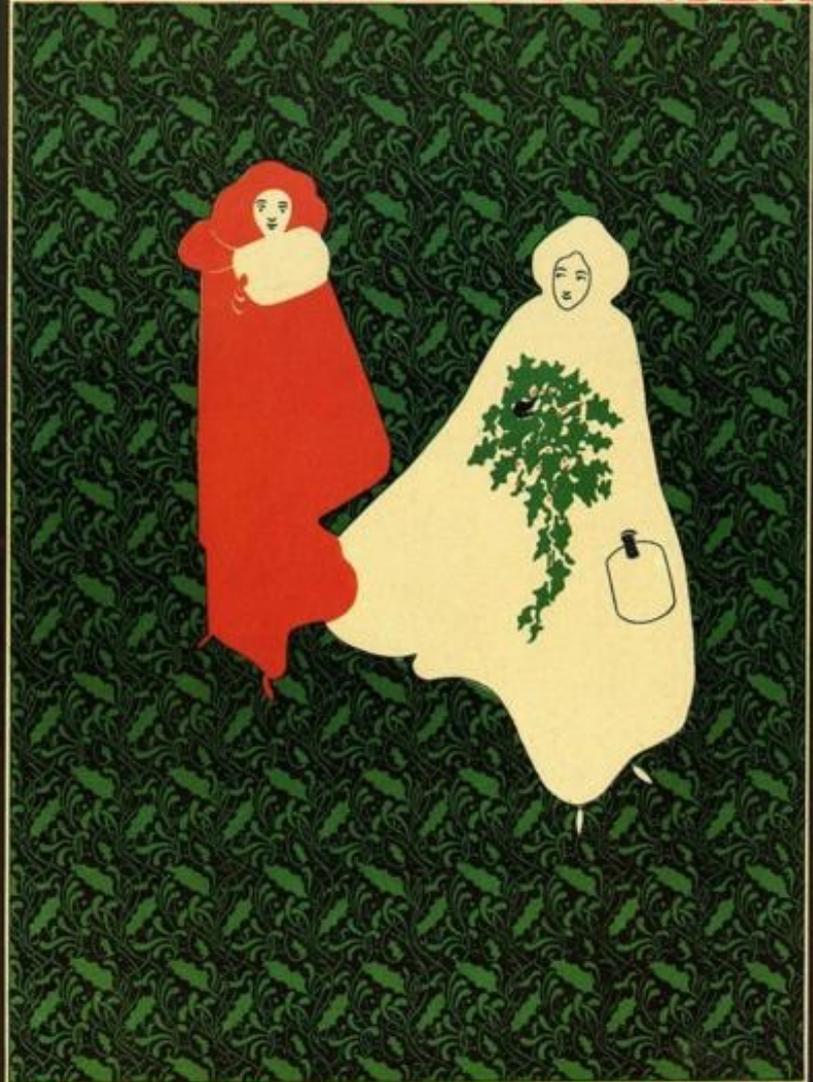


Being A MISCELLANY of Curious and Interesting Songs  
Ballads, Tales, Histories, &c.; adorned with a variety  
of pictures and very delightful to read; *newly*  
*composed* by MANY CELEBRATED WRITERS; To  
which are annex'd a LARGE COLLECTION of No  
tices of BOOKS ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀

## William H. Bradley

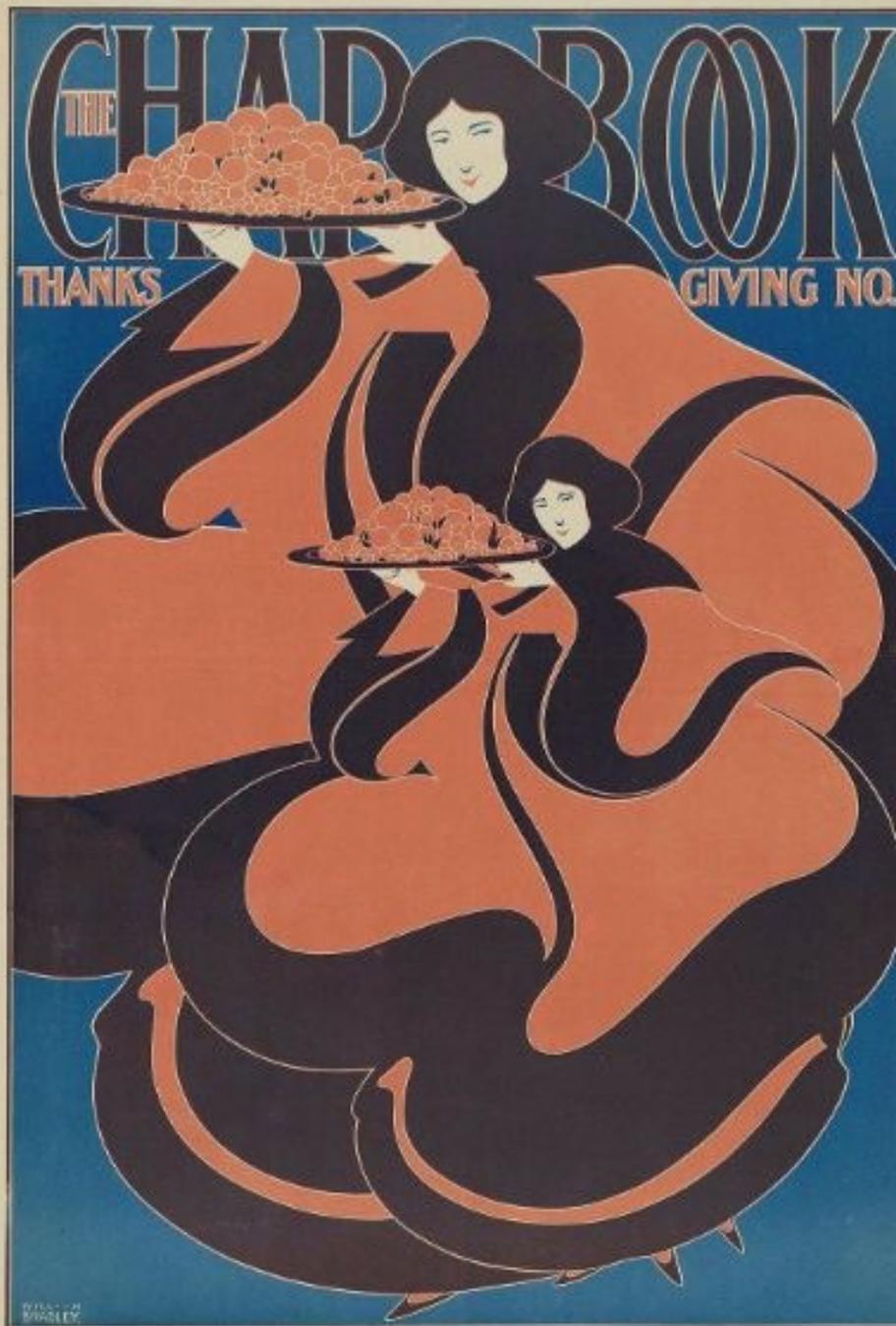
was the son of a cartoonist and apprenticed as a printer's assistant then type designer. He was inspired by the line work of Aubrey Beardsley.

THE INLAND PRINTER



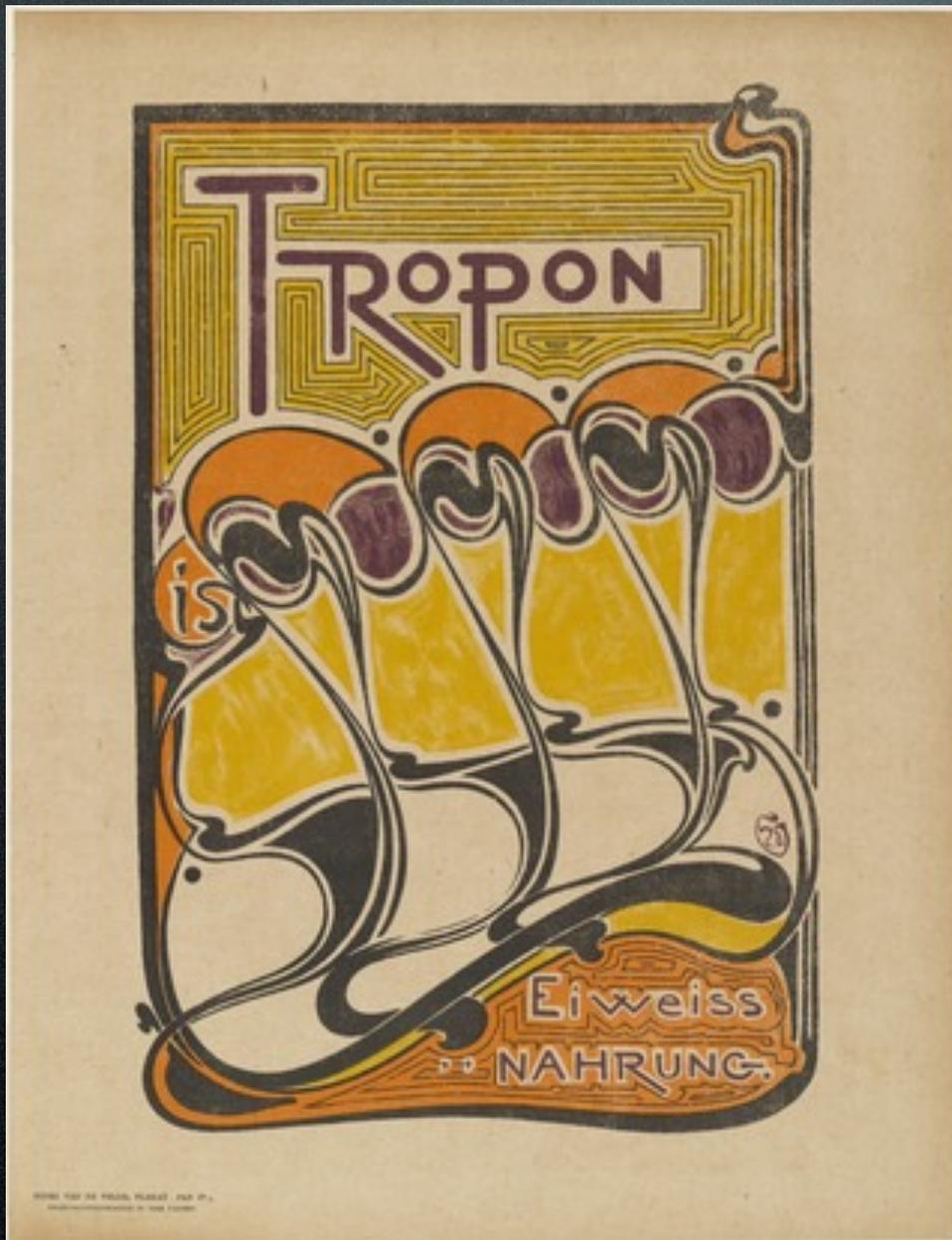
CHRISTMAS 5. 1895

Figures reduced to symbolic shapes and use of patterned designs characterize Bradley's later work.



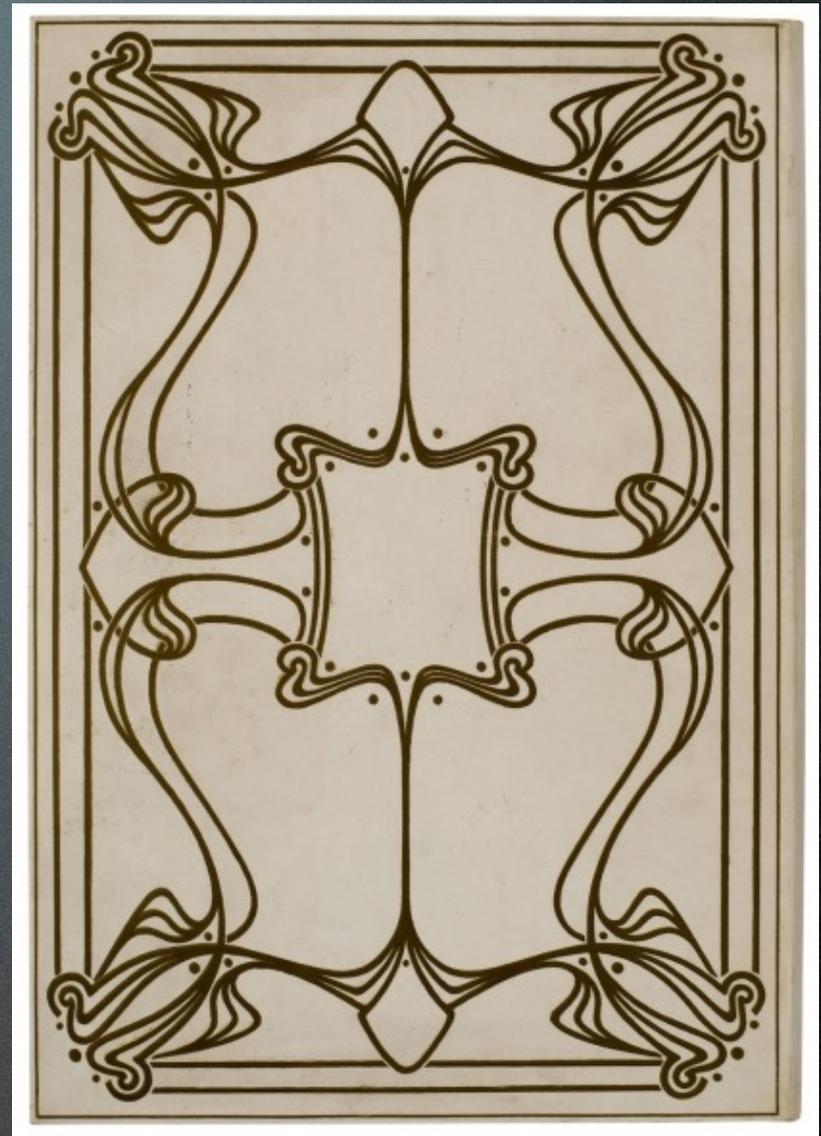
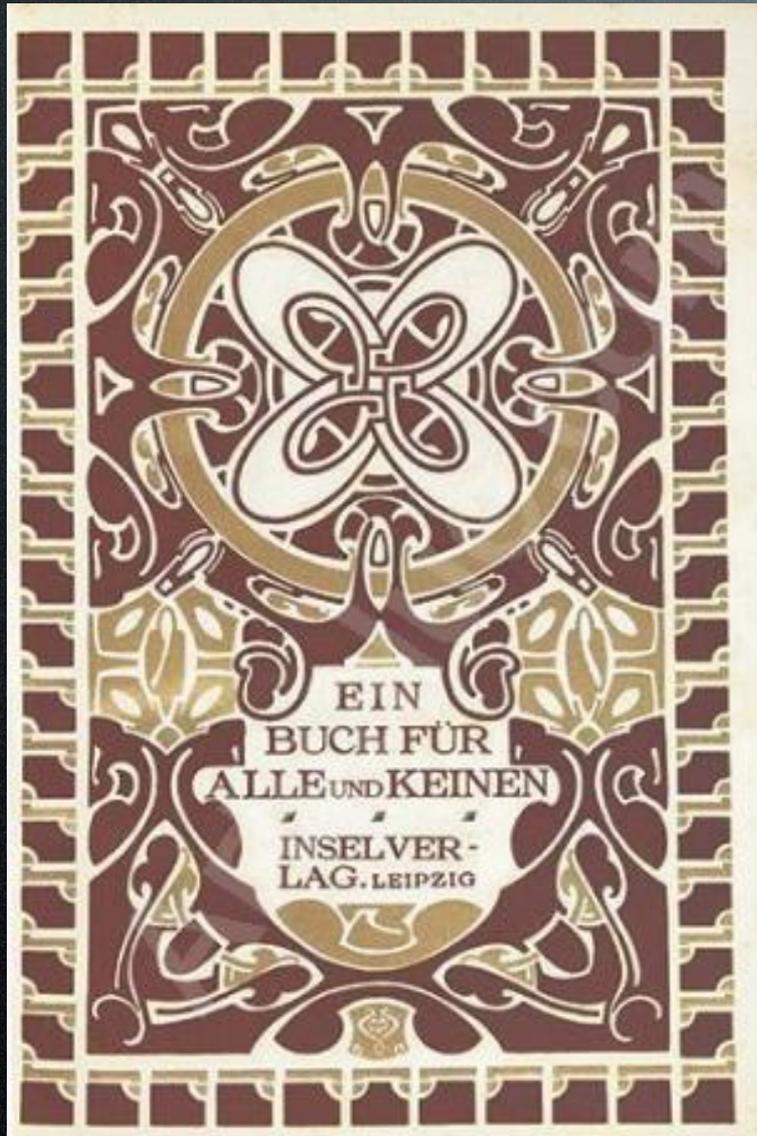
**William H.  
Bradley**

A poster for *The Chap Book* — a literary publication based in Chicago.



**Henri Clemens van de Velde** was an architect, interior designer and one-time poster artist.

This poster design for *Tropon* uses an abstract design for a food concentrate depicting swirling egg whites being separated from yolks.



**Henri Clemens van de Velde**

Mainly a designer of furniture and interiors, Van de Velde designed books.

# ABSINTHE ROBETTE



## **Privet Livemont**

This Belgian designer studied in Paris and was heavily influenced by Mucha's work.



Imp. Lith. VAN LEEER, Amsterdam

Cette Affiche ne peut être vendue

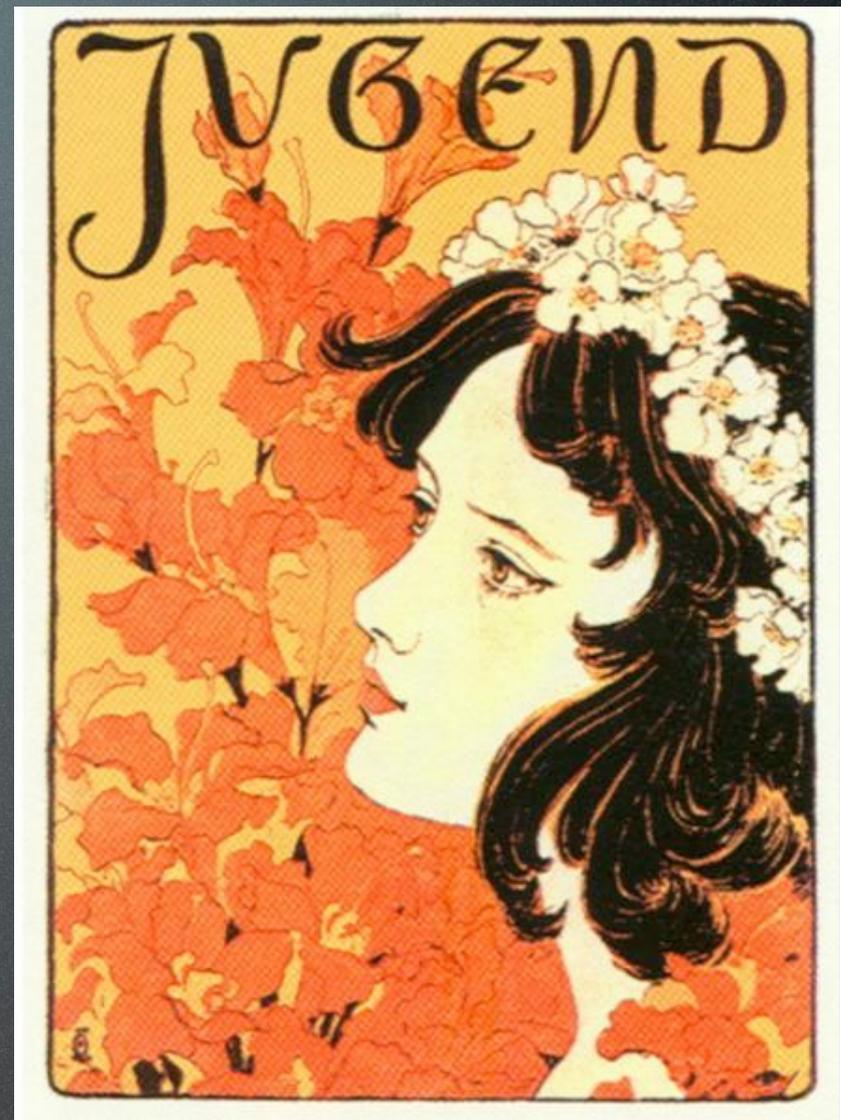
## Privat Livemont

A major innovation in his art was the double contour between the figure and the background.



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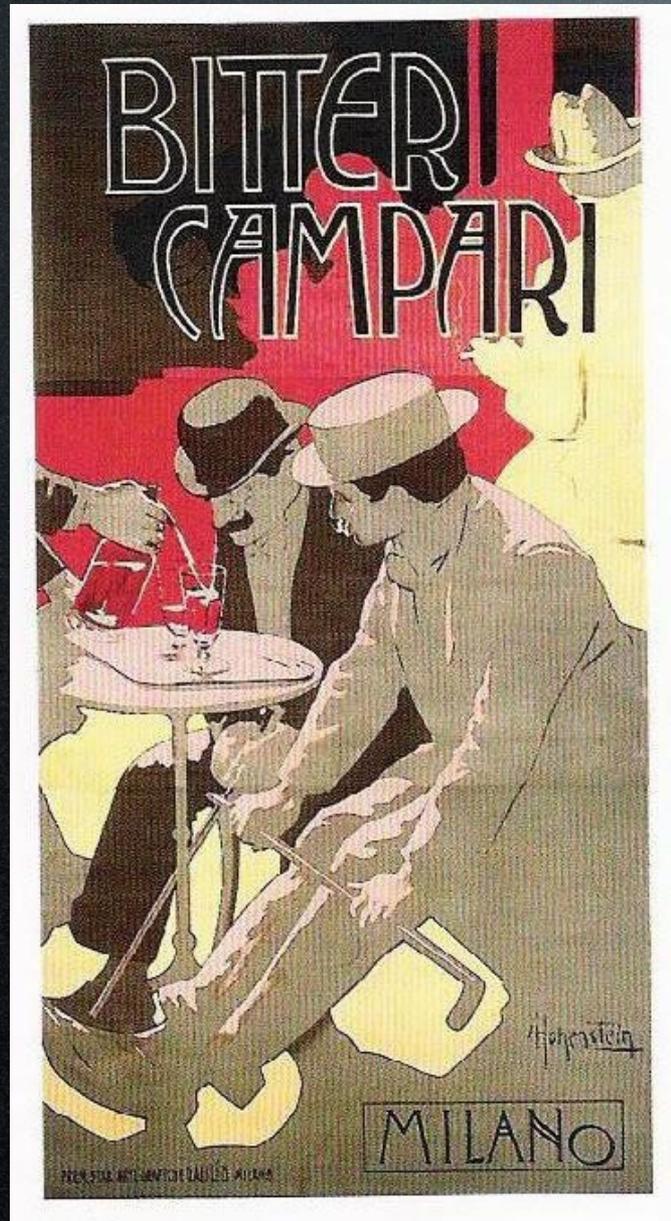


## Jugendstil

Meaning “*youth style*,” art nouveau came to Germany with strong British and French influences. The Dutch called it *Nieuwe Kunst (New Style)*, and the Austrians of Vienna, *Sezessionstil (Secession Style)*.

## Art Nouveau in Italy

By the turn-of-the-century, art nouveau was all over Europe. Italian posters were characterized by a sensual exuberance that rivaled that of France.



*Adolfo Hohenstein, 1901*



*Leonetto Cappiello, 1900*

