

MUCHA



JIRI MUCHA MARINA HENDERSON
AARON SCHARF

REVISED ENLARGED EDITION

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ACADEMY

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Mucha
1901

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ALPHONSE MUCHA

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J. Mucha, A. Scharf and M. Henderson

Alphonse Marie Mucha was the most fashionable decorative artist in Paris at the turn of the century. His sinuous, languidly elegant designs epitomised the taste of the *Belle Epoque*, and 'Le style Mucha' came to influence clothes, colours, interior decoration and even the entrances of the Paris Metro. Mucha's *panneaux décoratifs* and posters, especially those commissioned by Sarah Bernhardt, have become collector's pieces whose value increases yearly, and although his work had both precursors and plagiarists, his particular combination of meticulous draughtsmanship and instinctive concern for the display of ornament in space, all presented with a wash of subtle and muted colours, marked his achievements as unique and inimitable. In an age of such great poster artists as Chéret and Toulouse-Lautrec, Alphonse Mucha stands apart as the originator of a completely new and widely influential style.

This is the second edition of a book which, when first published in 1971, achieved wide popularity and helped to stimulate both the revival of interest in Mucha and the revaluation of his work. Jiri Mucha, a perceptive critic of his father's *œuvre*, has written a sensitive appreciation of Mucha's life and work. Tracing his career from its origins in Czechoslovakia to his triumphs in Paris, Jiri Mucha evaluates his father's achievements as an artist and describes the ultimate tragedy of his life.


To her careful analysis of Mucha and the camera, Marina Henderson has added a second and entirely new essay on Mucha's long neglected *Slav Epic*, a series of twenty paintings celebrating famous turning points in Slav history. Several of these little known works have been reproduced in the book and they cast a fresh and important light upon both Mucha's accomplishment as a painter of sweepingly epic proportions and upon the fervent Czech nationalism that marked his entire life.

The grace and originality of Alphonse Mucha's artistic vision are illustrated by a comprehensive selection from his work with 40 colour and over 120 black and white reproductions of the high quality necessary for the accurate representation of the lucid exquisite colours and delicate draughtsmanship which distinguished both his drawing and his graphic work. Many of the photographs that Mucha took of his models have recently been rediscovered and the inclusion of several examples of Mucha's work with the camera gives a fascinating and invaluable glimpse of the raw material which the artist transmuted into the stunning series of posters and *panneaux* closely associated with his name. The photographic section of the book is introduced by Dr. Aaron Scharf, who places Mucha's photography into the context of his time.

This new revised and expanded edition, which incorporates up-to-date research, is one of the most comprehensive and fully illustrated accounts of Alphonse Mucha's career and provides a stimulating critical and visual introduction to the achievement and vision of the most distinctive designer of the *Art Nouveau* period.

163 illustrations including 40 in colour

£6.95

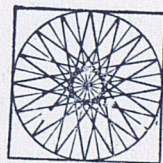
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ALPHONSE MUCHA

REVISED ENLARGED EDITION

Jiri Mucha

Marina Henderson Aaron Scharf



Museo de Arte Abstracto Español
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ATELIER MUCHA



JIRI MUCHA has written extensively on his father's life and work and has edited a catalogue *raisonné*. *The Graphic Work of Alphonse Mucha*. His unrivalled knowledge of his father is based on his own memories and the unique collection of Mucha's posters, designs, photographs and personal papers contained in his house in Prague.

He is Czechoslovakia's leading author and novelist. His sensational War Diary, published in 1947, led to a three year term of imprisonment in labour camps during the Stalinist Terror. The description of his experiences there, published in England and the U.S.A. under the title *Living and Partly Living*, established his reputation internationally. Besides his own work he has also staged English plays and musicals in Prague and is a prominent figure in the Czech film world.

MARINA HENDERSON, originally a specialist in medieval history, became interested in the history of art while working at the Warburg Institute. She has written extensively on nineteenth century art, and in addition to her contributions to *Alphonse Mucha* and to *The Graphic Work of Alphonse Mucha*, she has written a study of Dante Gabriel Rossetti. Marina Henderson is currently compiling a multi-volume dictionary of Victorian artists.

AARON SCHARF is Professor of Art History in the Open University. He was born in the U.S.A. and studied at the University of California. His doctoral dissertation, at the University of London's Courtauld Institute of Art, was on the influence of photography on art. He has published two books and several articles in French and English on that subject. Though he is an internationally recognized authority on the relation between art and photography, his main field of study is nineteenth and twentieth century art.

Other titles of interest:

The Graphic Work of
ALPHONSE MUCHA

Jiri Mucha and Marina Henderson

ALPHONSE MUCHA PHOTOGRAPHS

Graham Ovenden