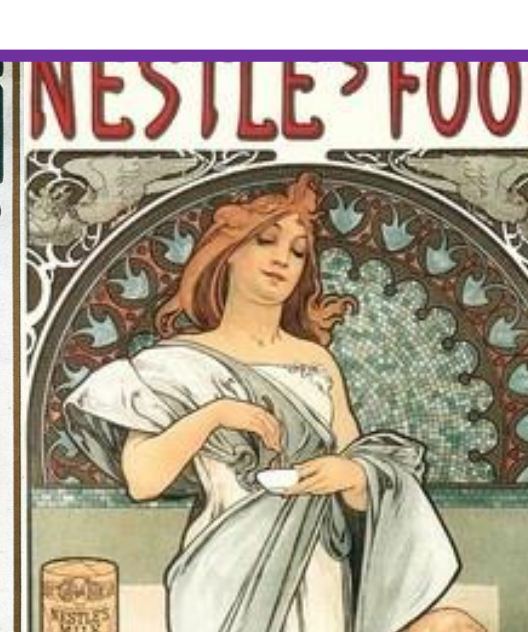
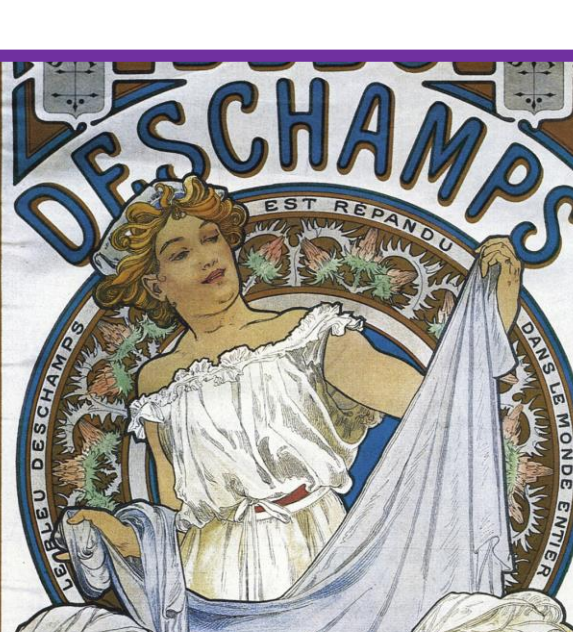


# ALPHONSE MUCHA





# Overview

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- Czech designer (1860-1939) died aged 78
- Famous for his illustrations, advertisements, postcards and designs that helped to build the foundations of the Art Nouveau movement.
- Studied at Munich Academy of Fine Arts
- He then moved to the artistic hub of Europe, Paris, to continue his studies at Académie Julian and Académie Colarossi
- His big break occurred in 1887 with a commission for a theatrical advertisement to promote a new play which starred the well-known actress, Sarah Bernhardt.
- She was to become a key figure in a series of adverts that followed soon after the success of this first commission. They would actually put together a contract which tied the two together for many more projects over a period of six years.
- <http://muchafoundation.org/home>
- <https://www.mucha.cz/en/exhibition>
- <https://www.youtube.com/watch?v=P4luPnObQYo>

# Poster Design

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## *En L'Honneur de Sarah Bernhardt*

*(In honour of Sarah Bernhardt)*

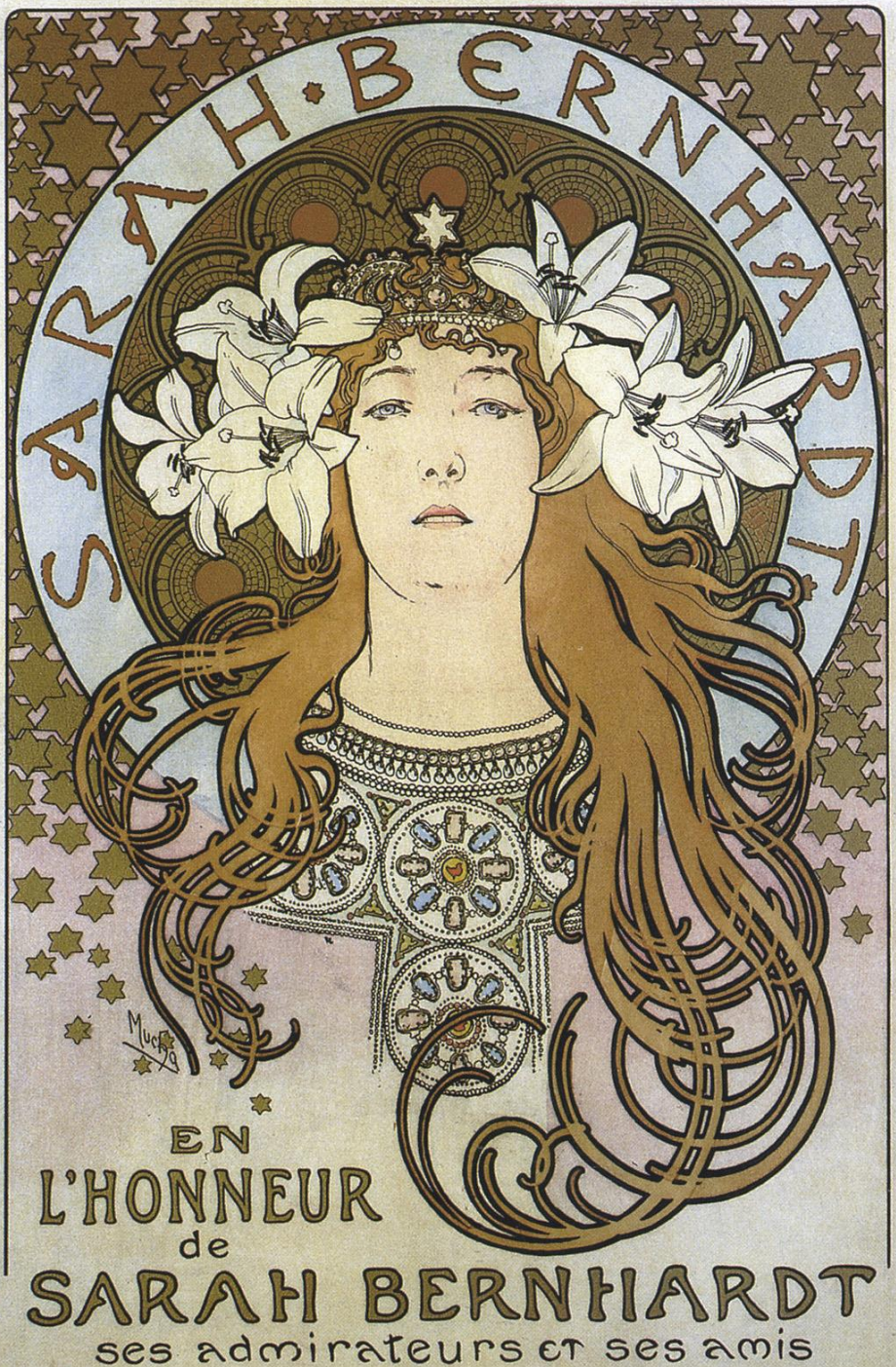
1897

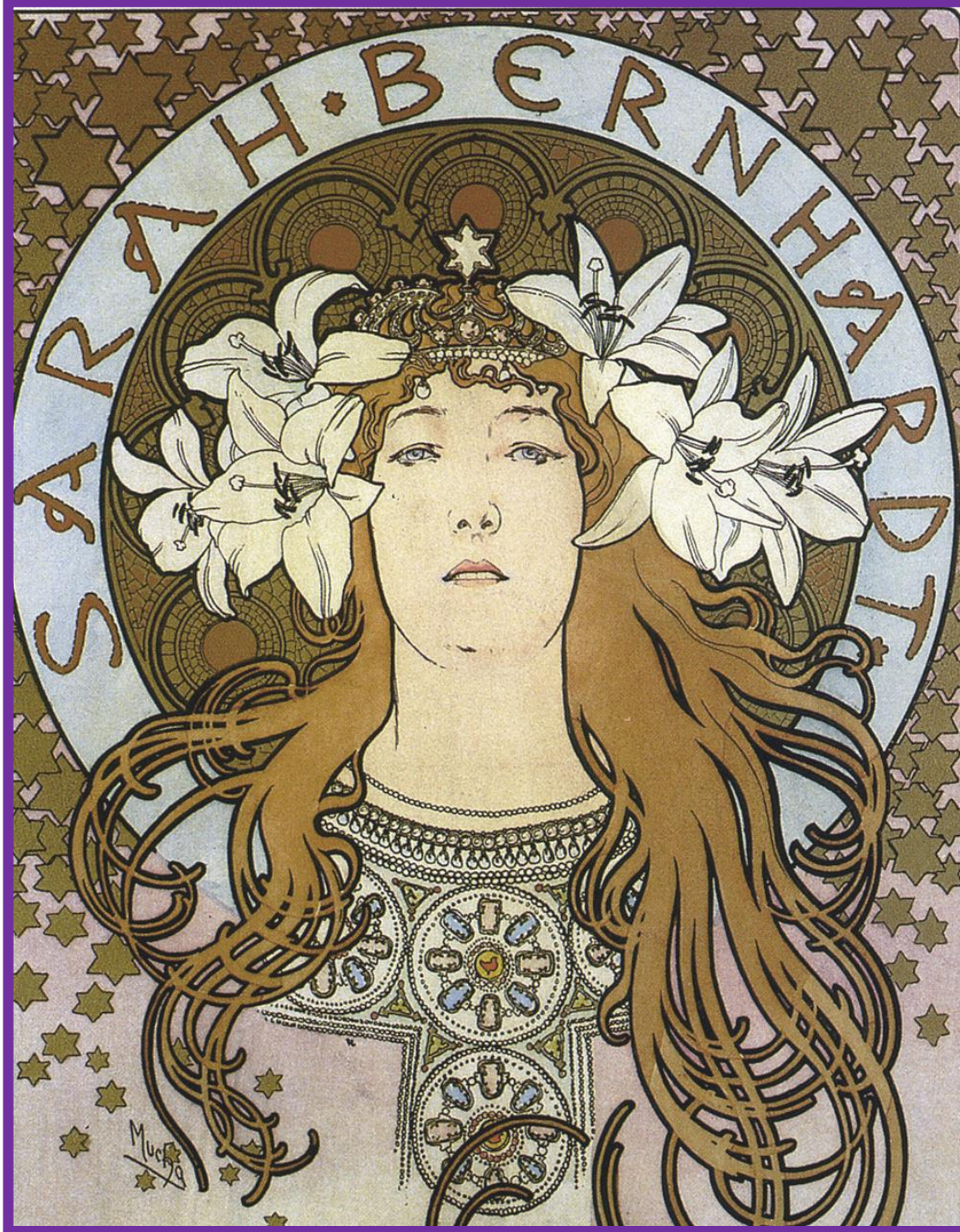
Colour Lithograph

69 cm x 51 cm

<https://www.youtube.com/watch?v=7eyn-Cp59E>

<https://www.youtube.com/watch?v=B0GJ-mfTL6U>





EN  
L'HONNEUR  
de  
SARAH BERNHARDT  
ses admirateurs et ses amis

# FUNCTION- what was it designed for?

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- Sarah Bernhardt starred in *La Princesse lointaine* (*The distant princess*) at the Théâtre de la Renaissance in Paris from April 1895.
- This poster was firstly created to advertise a banquet to celebrate her role in the production at the Grand Hotel in Paris on 9 December 1896.
- The poster proved so popular that it was reproduced in *La Plume* magazine in 1897, the *Edition d'Art* and as a postcard for the department store La Belle Jardinière.

# FUNCTION- Bernhardt in costume for *La Princesse lointaine*

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# FITNESS FOR PURPOSE- Does it do its job well?

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- Yes! It was clearly very fit for purpose as it was so popular it was published in Plume magazine and then sold as a postcard in a popular department store.
- Bernhardt is portrayed in her iconic costume for the theatre production with the large lily tiara making her instantly recognisable.
- Around her portrait there is a circle with her name in large gold font that resembles a halo further highlighting her stature, beauty and importance in the theatrical world.

# FITNESS FOR PURPOSE- Does it do its job well?



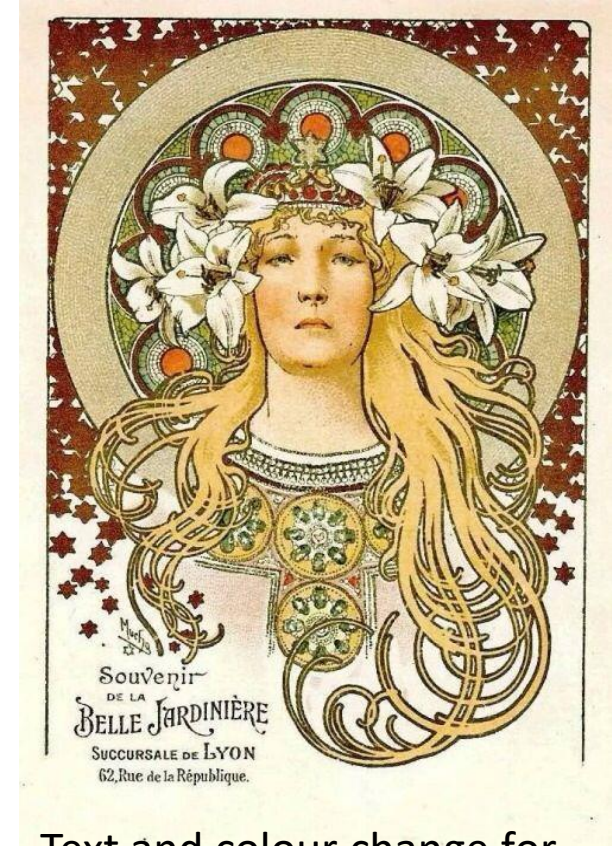
Negative space left at the bottom to add text



Poster for the banquet to celebrate Bernhardt



Text changed for La Plume magazine



Text and colour change for the postcard sold at the department store



# MATERIALS/TECHNIQUES- How was it made?

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- Mucha was trained in the fine arts in Munich and Paris with his main focus being in painting. Firstly, he sketches and hand draws his image in great detail, with intricate areas of pattern. He uses varying widths of line to create a stylised graphic aesthetic before applying flat, block areas of paint with control and precision.
- The poster has been mass produced using the printmaking technique lithography. This technique involves transferring the image on to flat stone or metal plates, using wax and acid, that can then be printed multiple times on to paper.

# TARGET MARKET- Who was it aimed at?

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- The original poster 'En L'Honneur de Sarah Bernhardt' was created for a banquet for admirers and friends to attend as stated at the bottom of the poster in large gold font.
- The poster design was so popular La Plume magazine published it in the 1987 in its art addition.
- It was then re-printed as a postcard for the department store La Belle Jardinière.

# STYLE- What movement is it part of?



- Mucha's work became very popular in Paris so much so his work was being termed "Mucha style" but that would later be amended to Art Nouveau as other artists would take his work into new directions.
- Art Nouveau, New Art, a highly decorative art known for its organic imagery, sinuous and whip lash lines. Art Nouveau ornamental characteristics often depict flora and fauna, beautiful women, insects and pattern.
- The movement was also partly inspired by a vogue for the [linear](#) patterns in Japanese prints called ukiyo-e.
- The line may be elegant and graceful or infused with a powerfully rhythmic and whiplike force. In Art Nouveau graphic design, such as this poster, the line subordinates all other visual elements—form, texture, space, and colour—to its own decorative effect.

# VISUAL IMPACT- Does it have the 'WOW' factor?



- This poster has strong visual impact. The portrait is large and centered creating a strong focal point with the large halo-like circle surrounding her head.
- There is an element of symmetry as the lillies are balanced on either side of her head create balance and unity.
- Her long, flowing whiplash hair leads your eye down to the lettering at the bottom of the poster.
- Intricate, symmetrical pattern on her costume draws you into the image whilst the bolder geometric pattern in the background contrasts with the organic details and creates depth and movement.
- Her name is written in bold, decorative gold font around her head.