



# Oesterreich auf der Weltausstellung Paris 1900

Alphonse Mucha

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## Not on display

**Title/Description:** Oesterreich auf der Weltausstellung Paris 1900

**Artist/Maker:** Alphonse Mucha (Designer)

**Born:** 1900

**Materials:** Paper

**Measurements:** Unframed: h. 1003 x w. 692 mm) Framed: (h. 1450 x w. 735 x d. 25 mm)

**Inscription:** Text in Jugendstil font

**Accession Number:** 21013

**Historic Period:** 20th century

**Credit Line:** Donated by Sir Colin and Lady Anderson, 1978

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The illustrator and graphic artist, Alphonse Mucha (Alfons Maria Mucha, 1860-1939) was an early exponent of Art Nouveau in Paris. Originally from Ivančice in Moravia, Austro-Hungarian Empire (present-day Czech Republic), Mucha trained and worked in Vienna and Munich before moving to Paris in 1887. [1]

Mucha received several commissions to design posters, murals, and exhibition halls for the Universal Exposition in Paris in 1900. This poster by Mucha announces Austria's participation in the Paris Exposition (*Oesterreich auf der Weltausstellung Paris, 1900*). On the left of this chromolithograph, Mucha has personified Austro-Hungary as a young woman and incorporated the Austro-Hungarian Empire's coat of arms into the design of the woman's garment. Behind her, a male youth supports ribbons of fabric that cascades like water from above her head. Mucha's sinuous use of line enhances the sensuality of the design and is typical of his Art Nouveau style. Mucha helped to create the 'archetypal Art Nouveau woman with flowing robes and 'contemporary' beauty.' [2]

The right side of the design advertises the key Austrian attractions and provides the names of the

architects involved in the design of these pavilions. These include: the Viennese Restaurant (Wiener Restaurant) by A. Neukomm; the Hall of Honour (Ehrensaal) and the Austrian Reichshaus (Oesterreich Reichshaus) by L. Baumann; the Tyrol Residence (Tiroler Ansitz) by I Deininger; and lastly, the Siemens Halske Pavilion (Pavill Siemens Halske) and Krupp Convalescence Home (Krupp Reconvalesc heim) by L. Baumann.

Mucha collaborated on designs for the Austro-Hungarian Pavilions and produced illustrations for the official guide to the Austrian sections of the Universal Exposition. He also designed the painted interiors of the Pavilion of Bosnia and Herzegovina (territories seized from Ottoman rule by the Austro-Hungarian Empire in 1878), and illustrated the menu of the Bosnian Pavilion's restaurant. [3]

Sir Colin Anderson's first Art Nouveau purchases included graphic works by Alphonse Mucha. This work was bought from the Arthur Jeffress Gallery in 1960. Around the same time that Sir Colin began building his Art Nouveau collection, Britain's Pop artists were rediscovering the pioneering illustrations of Mucha. [4]

Vanessa Tothill, March 2021

[1] Amanda Geitner and Emma Hazell (editors), *The Anderson Collection of Art Nouveau* (Norwich: Sainsbury Centre for Visual Arts, University of East Anglia, 2003), 138.

[2] Geitner, p. 54.

[3] Geitner, p. 138.

[4] Geitner, p. 51.

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## Further Reading

Geitner, Amanda and Emma Hazell (editors), *The Anderson Collection of Art Nouveau* (Norwich: Sainsbury Centre for Visual Arts, University of East Anglia, 2003)

Greenhalgh, Paul (editor), *Art Nouveau 1890-1914* (London: V&A Publications, 2000)

Mucha, Jiri, *Alphonse Mucha: the Complete Graphic Works, Catalogue raisonné* (London: Academy Editions, 1973)

