

SA383237

Alphonse Mucha Large
Advertising Poster, in new fine
quality frame.

Price

Sold

Item Reference: SA383237

Date of manufacture: 1930

Description

A large print of an Art Nouveau advertising poster by Alphonse Mucha, it is in good condition and has just been reframed by us in a fine quality Art Nouveau style frame. Dimensions including frame are approx. : 43 inches tall and 33 inches wide. The print has what appears to be a hand written number in the bottom corner. Lefèvre-Utile, a Nantes-based manufacturer of biscuits, commissioned top artists to do their publicity. In addition to posters, Mucha also designed box tops, wrappers and other printed matter for the company. The social setting depicted in this poster is intended to show Lefèvre-Utile products to be consumed in high society. By the 1890s posters had taken centre stage in the visual culture of the French capital. Thanks to the advancement of printing technology, the standard of colour lithography was improving and the material opulence of Belle Époque Paris provided talented artists with great opportunities to design advertising posters. The Paris hoardings had been the official posting places for advertising posters since the implementation of the Law on the Freedom of the Press in 1881; by then, they had become 'street galleries', influencing the comme...

Internal Ref: mp

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