



12. IMP. CHAIX (Ateliers Chéret), 20, rue Bergère, PARIS. (Encres Ch. Lorrillou & C^e)

L’Affichomania

The Passion for French Posters

TRAVELING EXHIBITION SERVICE



INTERNATIONAL ARTS AND ARTISTS



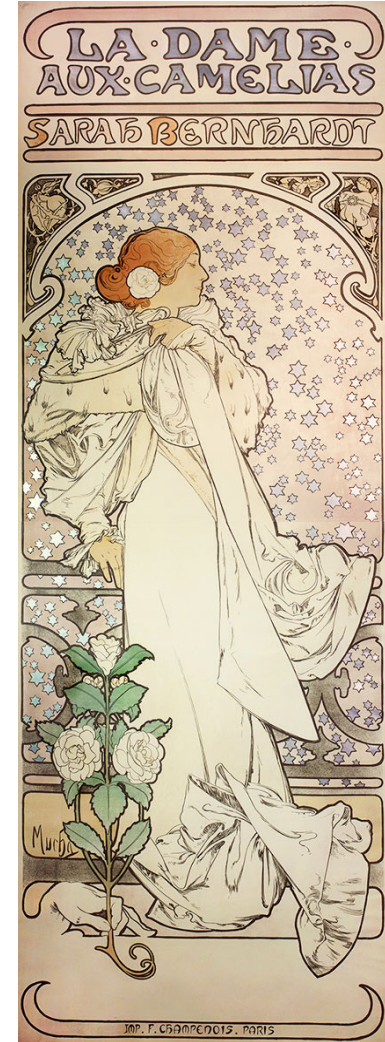
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“Nothing is really of a more violent modernity... [than] the illustrated poster, with its combative color, its mad drawing, and fantastic character.”

Maurice Talmeyr,
19th century French journalist

FRONT Detail of Jules Chéret, *Folies-Bergère/La Loïe Fuller Émilienne D'Alençon*, 1893, color lithograph. 1 Théophile-Alexandre Steinlen, *Le Journal/La Traite des Blanches (The White Slave Trade)*, 1899, color lithograph. 2 Théophile-Alexandre Steinlen, *Motocycles Comiot*, 1899, color lithograph. 3 Detail of Henri de Toulouse-Lautrec, *Jane Avril*, 1893, color lithograph. 4 Alphonse Mucha, *Sarah Bernhardt as "La Dame Aux Camélias,"* 1896, color lithograph.

All Photography by John Faier. © 2015 The Richard H. Driehaus Museum.

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L’Affichomania: The Passion for French Posters features approximately 60 posters and ephemera by the five grand masters of the medium: **Jules Chéret, Eugène Grasset, Théophile-Alexandre Steinlen, Henri de Toulouse-Lautrec, and Alphonse Mucha.** The posters date from 1875 to 1910, the spirited era in France known as the Belle Époque. These pioneering artists reigned in Paris during this period of artistic proliferation, defining a never-before-seen, and never forgotten, art form.

Bright and bold and found everywhere along the boulevards of fin-de-siècle Paris, the color poster was a brilliant fusion of art and commerce. It advertised cigarette papers and milk, immortalized stage stars and bohemian cabarets, and won the adoration of passersby and art collectors. As pedestrians encountered this lively new scenery posted on the Parisian boulevards,

the pulse of modern life seemed to beat faster, fueling a desire to acquire the prints—by buying and selling special editions or stealthily removing them from walls and kiosks. This sudden popularity of posters fueled a passion for collecting them, called *affichomania*.

Drawn from the Driehaus Collection of Fine and Decorative Arts, *L’Affichomania: The Passion for French Posters* explores the eruption of the poster craze in Paris, bringing to life the exuberant spirit of the Belle Époque.

EXHIBITION SPECIFICATIONS

Number of Works
Approximately 60 objects, including posters, ephemera, and videos

Exhibition Components
1 kiosk (in 3 sections)

Organized by
The Richard H. Driehaus Museum, Chicago, IL

Curator
Jeannine Falino, Independent Curator and Museum Consultant

Requirements
High security; 3,500-4,000 square feet or 300-350 linear feet

Shipping
IA&A makes all arrangements; exhibitors pay outgoing shipping costs within the contiguous US

Booking Period
12 weeks

Tour
September 2019–October 2021

Publication
L’Affichomania: The Passion for French Posters by Jeannine Falino, preface by Richard H. Driehaus, photographs by John Faier