ART NOUVEAU DESIGNS OF ALPHONSE MUCHA FEATURED IN THE DAYTON ART INSTITUTE’S FALL EXHIBITION

**Alphonse Mucha: Master of Art Nouveau on view from September 16 through December 31**

(DAYTON, OHIO) – September 7, 2017 – The Dayton Art Institute will invite museum visitors to step back into the sumptuous fin-de-siècle era at the end of the 19th century when it presents the eagerly anticipated special exhibition **Alphonse Mucha: Master of Art Nouveau—Selections from the Dhawan Collection**, on view September 16–December 31, 2017.

Alphonse Mucha (1860–1939) is remembered for his prominent role in shaping the aesthetics of French Art Nouveau at the turn of the 20th century. Taking inspiration from the unruly aspects of the natural world, Art Nouveau influenced art and architecture, especially in graphic work and illustration, with its sinuous lines and whiplash curves. This exhibition examines the broad range of Mucha’s work, largely created during the 1890s, at a time when the emphasis was on creating a new art fit for the new century.

“With any exhibition, The DAI hopes visitors see how art was influenced by the time and events surrounding its creation, as well as how the visual arts in turn influenced the world around it,” says in-house curator Katherine Ryckman Siegwarth. “This exhibition is a great example of that—Mucha created singular works that shaped an artistic style and influenced advertising strategies, while also giving audiences a glimpse into the sumptuous life of turn-of-the-century Paris.”
Much of Mucha’s illustrative work employs beautiful women to attract an audience—and to sell the products he was hired to promote. His images of these *femme fatales* challenged traditional codes during the rise of the “modern woman.” Additionally, this exhibition reveals Mucha’s willingness to experiment with style and process.

The exhibition presents 75 works, including rare, original lithographs, proofs and drawings, as well as books, illustrations, portfolios and ephemera. The exhibition is curated by art historian, Gabriel Weisberg, Professor Emeritus of Art History, University of Minnesota, Twin Cities, who also provided an essay for the exhibition catalogue. The Mucha Foundation provided biographical text about Mucha and a short essay, along with photographs in support of the exhibition.

“In 1900, when the widely distributed French periodical *Art et Décoration* published a long and exhaustive article on the work of Alphonse Mucha, the Czechoslovakian artist was at the pinnacle of his creative powers. Varied, expressive, and seductive, his works were given the name ‘the Mucha style’; later the style was identified as ‘Art Nouveau,”’ writes Weisberg in his essay.

Mucha’s successes in many fields of creativity are revealed in *Alphonse Mucha: Master of Art Nouveau*, which is organized in three sections—lithographic advertisements, book and journal illustrations, and The Slav Epic. The exhibition focuses on the ways Mucha revitalized an interest in these media and provides an opportunity to see how the different media, clients and objectives reflect the time period in which Mucha lived and worked.

“Mucha’s ability to understand the major creative themes of the day, to use them in the most original ways possible, and to create works of art that remain seductive for future generations, is truly his great triumph,” writes Weisberg.

With objects drawn from the extensive Dhawan Collection—one of the finest private collections of Mucha’s work in the United States—and publication of the exhibition catalogue, *Alphonse Mucha: Master of Art Nouveau* provides a new, original way of seeing one of the most prolific creators of fin-de-siècle imagery. Organized by Landau Traveling Exhibitions, Los Angeles, CA, The Dayton Art Institute is the sole Midwest venue for this national tour.

“What better way to close out 2017 and celebrate the upcoming holiday season, than with the gorgeous works of Alphonse Mucha,” says The Dayton Art Institute’s Director & CEO Michael R. Roediger. “The excitement in the community has been growing for months, and we look forward to welcoming everyone to this exhibition. You will not be disappointed!”

The Dayton Art Institute’s presentation of *Alphonse Mucha: Master of Art Nouveau* receives support from Benefactor Sponsor The Berry Family Foundation; Patron Sponsor Emerson Climate Technologies; Supporting Sponsors Carolyn and Robert Brethen, Copp Integrated Systems, Scenic Solutions and Synchrony Financial; with additional support from Susan and Kevin Bennett, Bricker & Eckler, LLP, Coco's Bistro, Fund Evaluation Group, Midwest Maintenance, Inc., The Mullenbrock Family, School of Advertising Art, University of Dayton, VanLear Custom Couture, and Woodard Development & Lock 27 Brewing. JPS Preview Reception Sponsor is Park N Go, Inc.
The DAI will host several events and programs related to the exhibition, including:

- **Draw from the Collection: Our Natural World**
  Saturday, October 7, 1–3 p.m.

- **ARTventures: Visiting Artist Jes McMillan**
  Saturday, October 14, 1–3 p.m.

- **Behind the Scenes: Alphonse Mucha**
  Thursday, October 19, 4–5 p.m.

- **Exhibition Lecture by Wright State University’s Karla Huebner**
  Saturday, November 4, 3–4 p.m.

- **Curatorial Conversations: Loie Fuller**
  Thursday, November 16, 6–7 p.m.

- **Vine & Canvas: Bring on the Bubbly**
  Friday, November 17, 6:30–9 p.m.

- **Curatorial Conversations: New Year’s Toast Tour**
  Thursday, December 21, 6–7 p.m.

- **ARTventures: Organic and Geometric Shapes**
  Saturday, December 23, 1–3 p.m.

In addition, The Dayton Art Institute’s Museum Store will offer a variety of Mucha and Art Nouveau related merchandise, including the exhibition catalogue.

For more information about the exhibition and related programs, visit daytonartinstitute.org/mucha. Use the hashtag #MuchaDAI to join the conversation on social media.

Admission to *Alphonse Mucha: Master of Art Nouveau* is free for museum members. Non-member admission is $14 adults; $11 seniors (60+), students (18+ w/ID), active military and groups (10 or more); $6 youth (ages 7-17); and free for children (ages 6 & under). Prices include admission to the special exhibition and the museum’s permanent collection. Guided tours are available for individuals, groups and schools. For more information or to schedule a tour, contact Rique Hagen, at 937-223-4278, ext. 332 or schooltours@daytonart.org.

Tickets for the exhibitions and related programs may be purchased at the museum’s Guest Services Desk or by phone at 937-223-4ART (4278) during regular hours, or online at daytonartinstitute.org. Tickets for most Dayton Art Institute events, exhibitions and programs may also be purchased online at www.etix.com. Connect with The Dayton Art Institute on Facebook, Twitter, Instagram and Pinterest for additional information, behind-the-scenes photos and videos, and exclusive offers.

**ABOUT THE DAYTON ART INSTITUTE**

As one of the Miami Valley’s premier fine art museums, The Dayton Art Institute offers a full range of programming in addition to exhibiting its collection. Gallery hours are Wednesday–Saturday, 11 a.m.–5 p.m., and Sunday, noon–5 p.m., with extended hours until 8 p.m. on Thursdays. Suggested general admission to the museum’s permanent collection is $8 adults, $5 seniors, active military and groups. Admission is free for museum members, students (18+ w/ID) and youth (17 and under). Some special exhibitions, programs and events may carry an additional charge and include admission to the museum’s permanent collection as part of that price. Free parking is available at the museum and the facility is fully accessible to physically challenged visitors. The DAI’s Museum Store is open during regular museum hours. Leo Bistro serves lunch Wednesday–Friday, 11 a.m.–2:30 p.m., Saturday, 11 a.m.–2 p.m., and Sunday, noon–3 p.m. Leo Bistro also serves dinner on Thursday evenings,
4:30–7 p.m. For more information, please visit www.daytonartinstitute.org or call 937-223-4ART (4278). The Ohio Arts Council helps fund this organization with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans. The DAI also receives support from Culture Works and the Montgomery County Arts and Cultural District.

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