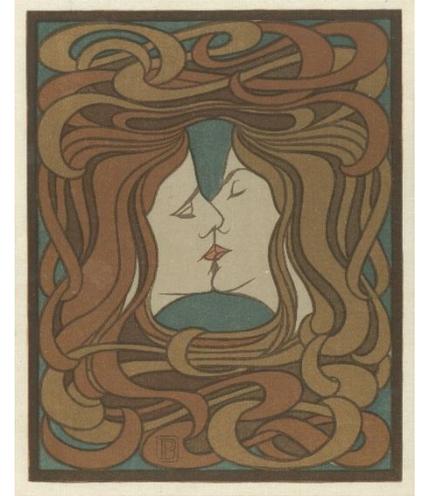


## THE BALTIMORE MUSEUM OF ART OPENS EXHIBITION OF VIENNA SECESSION AND ART NOUVEAU POSTERS

BALTIMORE, MD (February 23, 2018)—The Baltimore Museum of Art (BMA) presents an exhibition of 15 beguiling Vienna Secession and Art Nouveau poster and prints thanks to the generosity of the late Baltimore philanthropist LeRoy E. Hoffberger. On view March 25 – July 29, 2018, *Sacred Spring: Vienna Secession Posters from the Collection of LeRoy E. Hoffberger and Paula Gately Tillman Hoffberger* brings together an array of styles by artists such as Gustav Klimt, Kolomon Moser, and Egon Schiele to advertise everything from food and furniture to exhibitions and entertainment. These late 19th- and early 20th-century artworks share a modern aesthetic that is echoed in the galleries by a selection of decorative objects from the same period.

“We are incredibly grateful to the Hoffbergers for their generosity,” said BMA Dorothy Wagner Wallis Director Christopher Bedford. “Their gift beautifully complements the BMA’s already strong holdings of posters by artists Henri de Toulouse-Lautrec and Jules Chéret.”



Large-scale color lithograph posters abounded in late 19th- and early 20th-century Europe, and especially in urban centers, where this so-called “art of the street” literally became part of the city fabric. Jan Toorop’s design for *Delft Salad Oil* (1894) was so influential that the Art Nouveau movement in the Netherlands is often referred to as the *Slaolie* (Salad Oil) style. Many modern artists embraced the opportunity to design posters, creating visually arresting compositions with flattened forms, strong outlines, and areas of unmodulated color and/or pattern. Artists also drew upon an extraordinary array of typography/fonts that not only communicated relevant information but also served as decorative elements within their designs.

“We are excited to highlight the works on paper acquired in 2017 through the Hoffberger bequest in the *Sacred Spring* exhibition,” said Senior Curator of Prints, Drawings & Photographs Rena Hoisington. “These Austrian, Dutch, and German works expand upon and add a new dimension to the museum’s holdings of more than 1,000 late 19th- and 20th-century French and American posters.”

Many of the posters advertised art exhibitions in Northern and Central Europe, particularly in Vienna, the capital of Austria. There the Vienna Secession was founded in 1897 by an association of artists—including Josef Hoffmann, Gustav Klimt, Kolomon Moser, and Joseph Maria Olbrich—who sought to break away (or secede) from the art of the past. The Vienna Secession encompassed artists who worked in a wide range of styles. Several of these artists were involved with the *Wiener Werkstätte* (Vienna Workshops) founded in 1903 by Hoffmann and Moser. This collective of artists and artisans subscribed to the concept of *Gesamtkunstwerk* (total work of art), whereby one aesthetic vision unified all of the arts. As with the Vienna Secession, the creations of the Vienna Workshops were synonymous with modernism. Their designs were rooted in the stylized forms of nature that were characteristic of the turn-of-the-century movement of Art Nouveau, yet were distinguished by their simplicity and geometric abstraction. The avant-garde style of the Vienna Workshops quickly gained an international renown, its products eagerly sought after by a wealthy and sophisticated clientele.

The majority of works on paper were acquired in 2017 through a generous bequest from the late Baltimore philanthropist LeRoy E. Hoffberger and his wife Paula Gately Tillman Hoffberger.

### **THE BALTIMORE MUSEUM OF ART**

Founded in 1914, The Baltimore Museum of Art is a major cultural destination recognized for engaging diverse audiences through dynamic exhibitions and innovative educational and community outreach programs. The BMA's internationally renowned collection of 95,000 objects encompasses more than 1,000 works by Henri Matisse anchored by the famed Cone Collection of modern art, as well as one of the nation's finest holdings of prints, drawings, and photographs. The galleries showcase an exceptional collection of art from Africa; important works by established and emerging contemporary artists; outstanding European and American paintings, sculpture, and decorative arts; significant artworks from China; ancient Antioch mosaics; and exquisite textiles from around the world. The 210,000-square-foot museum is also distinguished by a grand historic building designed in the 1920s by renowned American architect John Russell Pope and two beautifully landscaped gardens featuring an array of 20th-century sculpture. The BMA is located in Charles Village, three miles north of the Inner Harbor, and is adjacent to the main campus of Johns Hopkins University. General admission to the BMA is free so that everyone can enjoy the power of art.

### **VISITOR INFORMATION**

General admission to the BMA is free. Special exhibitions may be ticketed. The BMA is open Wednesday through Sunday from 10 a.m. – 5 p.m. The museum is closed Monday, Tuesday, New Year's Day, July 4, Thanksgiving, and Christmas. The BMA is located at 10 Art Museum Drive, three miles north of Baltimore's Inner Harbor. For general museum information, call 443-573-1700 or visit [artbma.org](http://artbma.org).

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**Image:** Peter Behrens. *The Kiss*. 1898. The Baltimore Museum of Art: Collection of LeRoy E. Hoffberger and Paula Gately Tillman Hoffberger. 2017.18