“TOULOUSE-LAUTREC: MASTER OF THE MOULIN ROUGE” OPENS AT THE BMA

Famous posters celebrate bohemian nightlife of 1890s Paris

Baltimore, MD (February 15, 2004)—Henri de Toulouse-Lautrec became a sensation overnight when his first poster of a dancer performing the cancan hit the streets of Paris. Today, the artist’s bold use of color and unique perspective distinguish his posters as masterpieces. Toulouse-Lautrec: Master of the Moulin Rouge, on display at The Baltimore Museum of Art from February 15 through May 23, 2004, features more than 100 rarely seen posters and prints by the artist and his contemporaries, including Pierre Bonnard and Édouard Vuillard. These legendary works of art range from posters of raucous scenes in Parisian cabarets and groundbreaking advertisements for 19th-century products to fine lithographic prints made just for collectors.

Virtually all of Toulouse-Lautrec’s celebrated posters of Parisian dance halls and cabarets—and the characters who filled them—are featured in this special ticketed exhibition. Tickets include an Acoustiguide audio tour that will bring the exciting world of Toulouse-Lautrec and Paris’ Belle Époque to life in the galleries.

“The Museum’s 90th Anniversary in 2004 launches an exciting year of BMA-organized ticketed shows that will attract visitors from Baltimore and beyond,” said BMA Director Doreen Bolger. “People will be dazzled by the vibrant color and large scale of Toulouse-Lautrec’s vintage lithographs, all drawn from the BMA’s outstanding collection of 19th-century French prints.”

A patron of Paris' infamous Moulin Rouge music hall, Toulouse-Lautrec defined Parisian life of the 1890s with his images. The galleries will be populated by colorful characters who kept Toulouse-Lautrec company, such as cancan dancer Jane Avril and the audacious cabaret singer with the signature red scarf, Aristide Bruant. The exhibition also features period poster advertisements by Toulouse-Lautrec and others, including a classic art nouveau poster for Job cigarettes by Alphonse Mucha and Théophile Alexandre Steinlen’s charming poster for sterilized milk featuring his daughter Colette with a trio of hungry cats.

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On rare view is a series of 10 intimate scenes of ladies of the evening during quiet moments of their day as they loosen their hair, sleep, and awaken. The series, called “Elles” (“Those Women”), did not sell well in the 1890s, but it is now considered one of the greatest examples of print lithography, as well as one of the most important print portfolios. Also featured are rarely seen advertisements for print portfolios, novels, and avant-garde magazines such as La Revue blanche, a periodical that published lithographs by many of the artists in the exhibition. Several posters will also be exhibited in different states—with and without lettering, for example—as well as authentic lithographic stones and tools, so that visitors can better understand the elaborate printmaking process.

The BMA has one of the most important collections of late 19th-century French prints in the country, with particularly strong holdings in the work of Toulouse-Lautrec and Édouard Manet and American expatriates Mary Cassatt and James Abbott McNeill Whistler. Other notable artists represented in this collection include Edgar Degas, Paul Cézanne, Pierre Bonnard, and Édouard Vuillard.

**Toulouse-Lautrec: Master of the Moulin Rouge** is organized by The Baltimore Museum of Art and curated by Susan Dackerman, BMA Curator of Prints, Drawings & Photographs.

This exhibition is generously sponsored by Wilmington Trust.

Additional support is provided by The Print & Drawing Society of The Baltimore Museum of Art.

**Henri de Toulouse-Lautrec (1864-1901)**

One of the most fascinating and distinctive figures of French 19th-century art, Toulouse-Lautrec is recognized as the first artist to truly embrace the possibilities of commercial imagery and production. His masterful work with lithography raised the art poster to its highest level of achievement and elevated advertising to an art form. Toulouse-Lautrec was born to the highly aristocratic family of the Counts of Toulouse. A physical malady of controversial diagnosis left him of short stature and limited mobility. Unable to participate in his father’s occupations of hunting and riding, he developed his boyhood pastime of sketching into a productive career as an artist. In Paris the young artist pursued the pleasures and performers of the cabarets and dance halls by night, and painted in his Montmartre studio by day. By the time of his death at age 36, he had finished over 1,000 paintings, drawings, and lithographs—a panoramic view of popular culture in the Paris of the 1890s.

**TICKETING**
All tickets to the exhibition include general Museum admission and a complimentary Acoustiguide audio tour. Tickets are $12 for adults; $10 for seniors, college students, and groups of 12 or more; $6 for ages 6-18; and free for children under 6. Admission to the exhibition is by timed ticket on weekends, when advance reservations are strongly encouraged.

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Tickets will be available through Ticketmaster by phone, online, and at Ticketmaster outlets beginning January 28. A service charge of $2.75 per ticket, plus $2.00 per order handling fee applies to all Ticketmaster phone and online orders. Tickets can be purchased in person at the BMA Box Office with no service charge. BMA Members will receive complimentary tickets based on Membership level.

**Ticketmaster**
Baltimore: 410/481-SEAT (410/481-7328)
Greater D.C./Northern Virginia: 202/432-SEAT (410/432-7328)
Outside the Baltimore and D.C./Northern Virginia area: 1-800-551-SEAT (1-800-551-7328)
Online: www.ticketmaster.com

**The Baltimore Museum of Art**
Founded in 1914, The Baltimore Museum of Art is Maryland’s largest art museum with more than 90,000 objects. The Museum presents a variety of major exhibitions each year, as well as special installations that showcase the Museum’s incomparable collection. The BMA’s pre-eminent holding of Post-Impressionist and Modern art—The Cone Collection—includes a group of 500 works by Matisse, considered the most comprehensive collection in the world, as well as major examples by Picasso, Cézanne, Gauguin, van Gogh, and Renoir.

Highlights from the BMA’s collection include world-renowned works of modern and contemporary art; grand European paintings and sculpture from Old Masters through the 19th century; an extensive collection of prints, drawings, and photographs from the 15th century to the present; notable American decorative arts and Maryland period rooms; and African, Asian, Native American, and Oceanic art. The BMA’s sculpture gardens feature 34 works of art on nearly three landscaped acres in the heart of the city.

**Visitor Information**
The Baltimore Museum of Art is open Wednesday through Friday, 11 a.m. until 5 p.m.; Saturday and Sunday, 11 a.m. until 6 p.m.; and during the first Thursday of every month (except major holidays), 11 a.m. until 8 p.m. The Museum is closed Monday, Tuesday, New Year’s Day, July 4, Thanksgiving, and Christmas.

Admission is $7 for adults; $5 for seniors ages 65 and over and college students; and free for children 18 and under. Admission is free on the first Thursday of every month and for related Free First Thursday activities.

The BMA is located on Art Museum Drive at North Charles and 31st Streets, three miles north of Baltimore’s Inner Harbor. For general Museum information, call 410/396-7100 or visit the BMA’s web site at www.artbma.org.

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FOR FURTHER INFORMATION, CONTACT BMA PUBLIC RELATIONS AT 410/396-6310

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