

## 阿豐斯·謬舍

Alphons Mucha (1860-1939)

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延續十九世紀美術工藝運動之懷古思想，並修正反工業革命態度，促成歐洲設計領域之造型革新，捨棄仿古之對稱及希臘羅馬傳統式樣，直接向大自然採用花卉植物圖案，形成新藝術(Art Nouveau Movement)之新式樣。謬舍即為其中翹楚，建立崇尚自然形態之設計典範。

謬舍一八六〇年生於捷克，曾在維也納劇院製作壁畫，並為人畫像謀生。偶然機遇下結交Khuen及Eqon Belas伯爵，由其經濟支助，先後於一九八五、一九八七年入慕尼黑美術學院及巴黎茱利安學院深造，翌年復入葛拉侯西學院。一八九四年首度製作彩色石版畫海報，替女伶莎哈·貝恩哈特(Sarch Bernhardt)公演宣傳，亦一手包辦其他相關舞臺、服裝設計，同時亦替香本諾(Champenois)公司繪製海報，因而名聲雀起，打入巴黎名流社會，並任教葛拉侯西學院，謬舍海報製作生涯中，夏洛夫人扮演引介之角。一九〇〇年，替珠寶商富凱(Fouquet)作室內設計，兼負責巴黎國際博覽會奧匈帝國館之裝潢。在海報領域，謬舍喜以花體字框陪襯甜俗的女性，結合嚴謹的構圖與流暢的曲線，技藝已達嫺熟之地步，亦顯示謬舍追求唯美之創作態度。

一九〇四年至一九一〇年間旅居美國，藉巡迴個展活躍於當地藝術圈，因而結識重要贊助人夏賀勒·卡內(Charles Crane)，一九〇九年在其支持之下開始「斯拉夫史詩」油畫連作，在海報領域外另創藝術巔峰，於一九二九年正式將此巨作獻給捷克布拉格市，顯示其民族情操。一九三九年為納粹特務所捕，拘禁數日，同年七月因肺炎惡化而離開他曾一手美化的人間。

The legacy of nostalgic ideas from the nineteenth century art movement, and the correction of anti-industrial revolution attitude, lead to the European reform of formative art in design, which deserted classic symmetry and traditional Graeco-Roman style, and directly adopted from the nature patterns of flowers and plants. As a result, fashion of Art Nouvean Movement emerged. Mucha is a master of the fashion., By following the fashion, Mucha founded a design model based on natural images.

In 1896, Mucha was born in Czechoslovakia. He once did wall-painting in Vienna Opera House, and made a living by drawing figure portraits. By a chance, he made friend with Counts Khuen and Eqon Belas, who sponsored Mucha's studies in Munich Art College, Julian College, Paris, and Gromci College, in 1885, 1887 and 1888 respectively. In 1894, for the first time, Mucha made color lithograph poster for the promotion of Sarch Bernhevt's public performance. He also took charge of stage and costume designs for the show. In the meantime, he drew posters for Champenois company. Those works won him a good reputation, a part in the

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celebrity society of Paris, and a teaching job in Gramsci College. During Mucha's career as a poster designer, Madame Sharon was an important patron. In 1900, Mucha was commissioned by Fouquet, a jeweler, for interior design. In the same year, he was designated to decorate the Austro-Hungarian Hall at the Paris Exhibition. Mucha loves to use columns of frame in decorative patterns background of his portraits of sweet common women. By combining refined composition with smooth curves, he shows his mastering skills and his insistence on pursuit for pure beauty.

Mucha resided in the United States from 1904 to 1910. He became active in local circle of artists by means of a tour of exhibitions. During the tour, he acquainted himself with Charles Crane, who sponsored Mucha's oil painting series titled "Slavic Epic." The series helped Mucha reach summit of another field besides poster. He officially devoted the series to the city of Prague in 1929, an action showed his love of the nation. In 1939, he was arrested by Nazi agents. After days of detention, he died of pneumonia, and left a world he once decorated.







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# Luchon

la Reine des Pyrénées

CASINO

ETABLISSEMENT THERMAL

SAISON du 1<sup>er</sup> JUIN au 1<sup>er</sup> OCTOBRE

IMP. CAMIS - PARIS

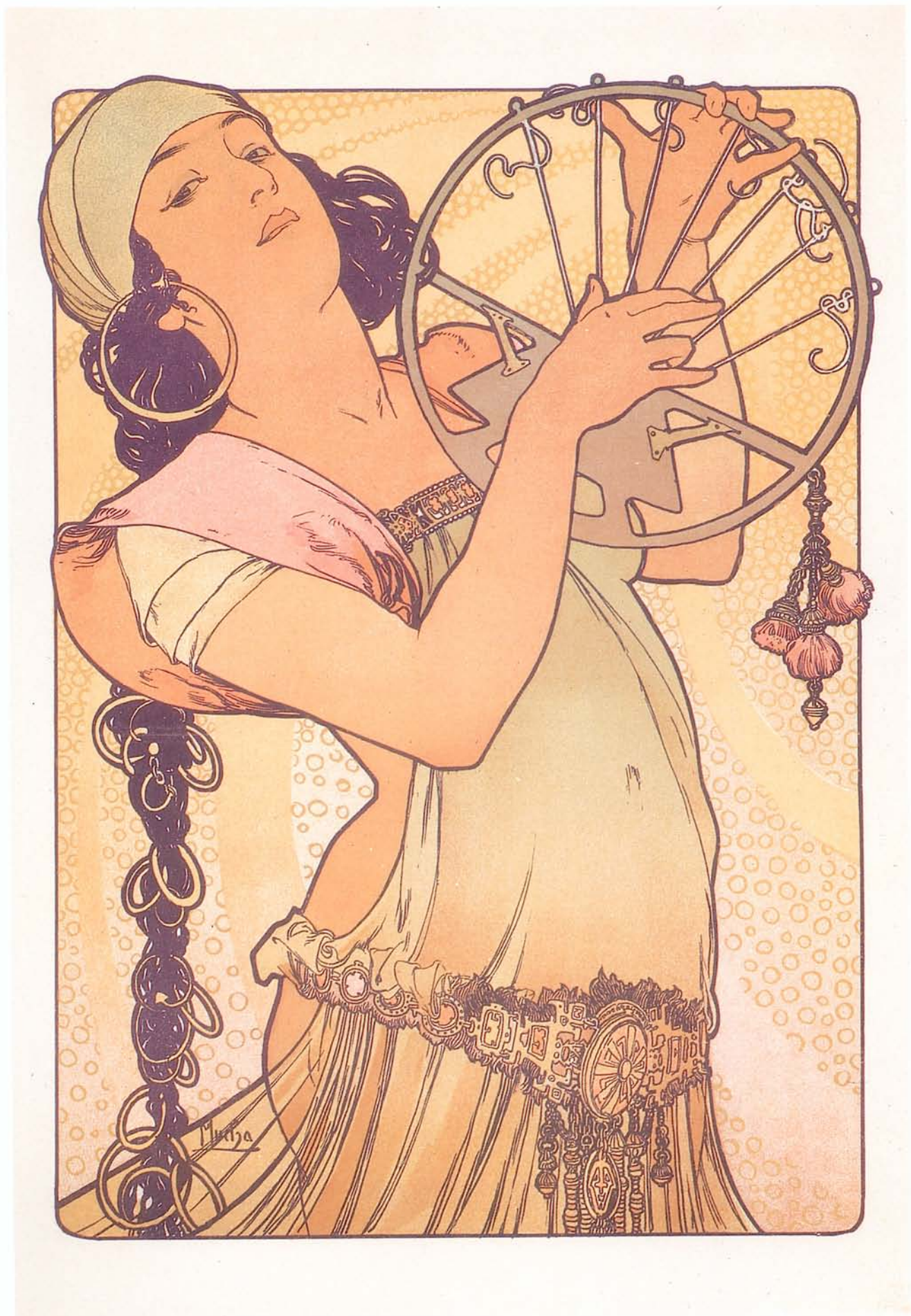














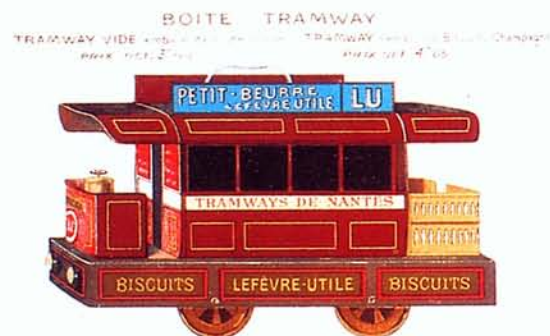


IMP. F. CHAMPENOIS, 66, BOUL. S<sup>t</sup> MICHEL, PARIS

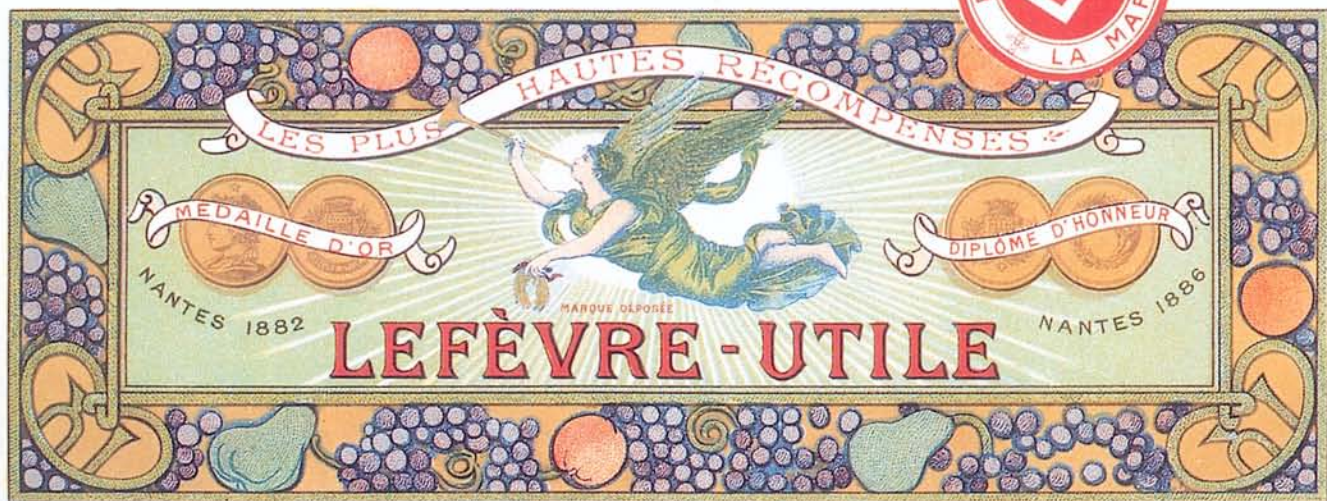


# BISCUITS LEFÈVRE-UTILE

## NOUVELLES BOITES SPÉCIALES & ILLUSTRÉES















FIGURES  
DECORATIVES — par A. M. MUCHA.





FIGURES  
DECORATIVES — par A. M. MUCHA

5

LIBRAIRIE CENTRALE DES BEAUX-ARTS — PARIS









Mucha

FIGURES  
DECORATIVES — M. A. MUCHA

7

L'ARTISTE CENTRALE DES BEAUX-ARTS — PARIS





FIGURES  
DECORATIVES — par A. M. MUCHA





*Mucha*









FIGURES  
DECORATIVES — par A.M. MUCHA



