

Modern Commercial Posters in Hungary

1924 - 1942

22 October 2009 - 24 January 2010

Centro Andaluz de Arte Contemporáneo

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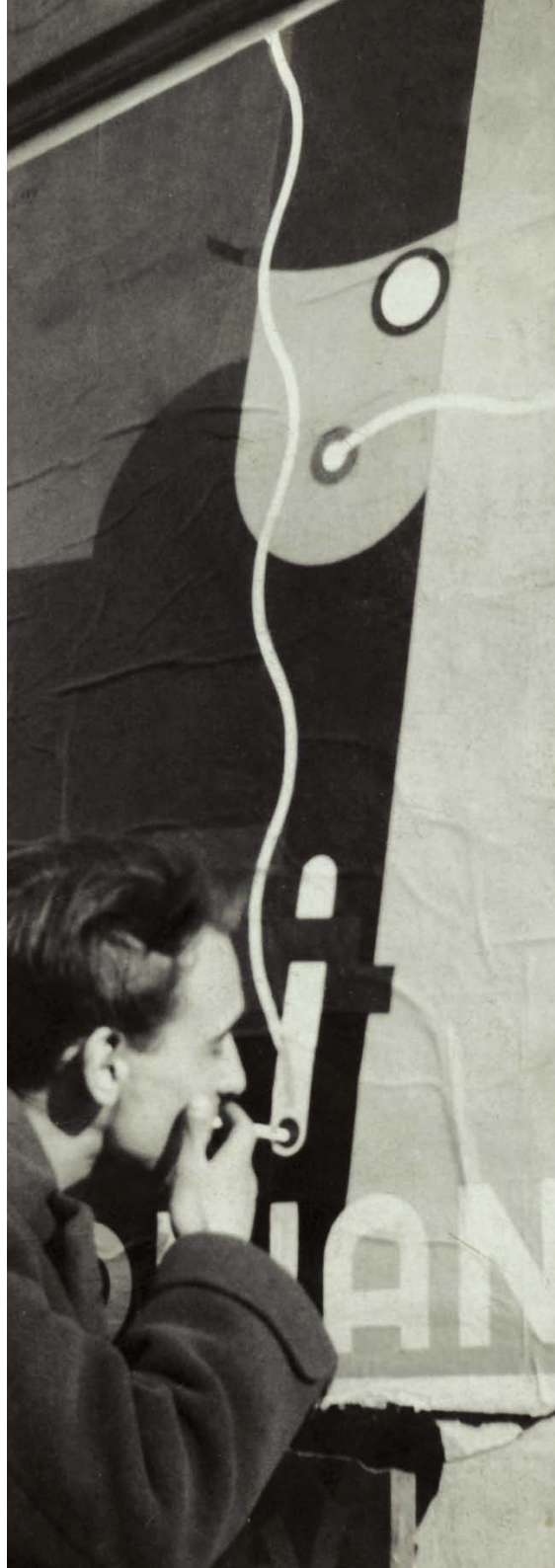
1924 - 1942

In the mid-1920s, a completely new voice arose in the world of Budapest's poster art. With *Art Nouveau*, the spirit of the modern age emerged and products and services emblematic of 20th century urban life were advertised: the electric light bulb, the radio, electric and gas appliances, tyres, tinned foods, fountain pens...

Lajos Kassák, Sándor Bortnyik and Róbert Berény played a key role in this change as the greatest exponents of the avant-garde movement in Hungary at the beginning of the 20th century. Because of their left-wing political ideology, they were forced to emigrate in 1919 and 1920. In Weimar, Bortnyik learned of the activities of the Bauhaus where László Moholy-Nagy and Farkas Molnár were working. When they returned to Budapest in the mid-1920s, they applied the principles of Constructivism and Functionalism to their work. In 1930, they organized an exhibition to launch the Hungarian Association of Typographical and Advertising Artists, where their influence could be seen in Hungarian design (posters, typography, advertising photography, and books). This new kind of graphic art—grounded in abstract art—was based on the basic effects of patches of colour and highlighted contours. Photomontage was put to good use in posters.

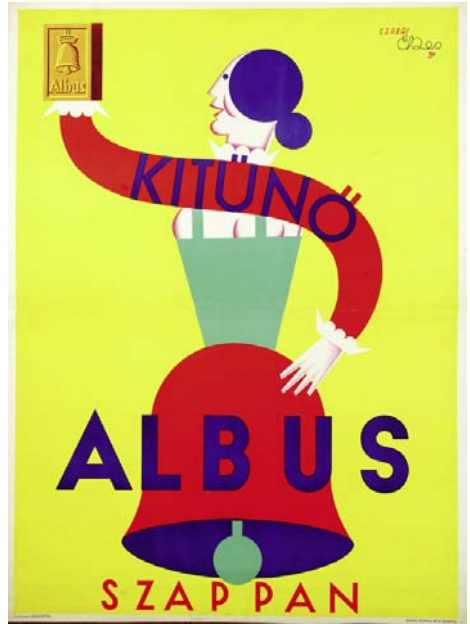
The letters were part of the composition, on equal footing with the forms and figures, with everything being subordinated to the dynamic effect. Nevertheless, this new pragmatism did not exclude cheerfulness, humour, joie de vivre. In the 1930s, the poster was enriched with new elements, but the simplicity and pictorial adequacy remained intact.

Joke from the painting young student Gyögy Konecsni made to a Modiano poster by Berény, 1929





VÁNDOR, ENDRE, 1935, *Tungsram duplaspirál*
(Tungsram double spiral) 126 x 95 cm.



CSABAI ÉKES, LAJOS, 1930, *Albus szappan*
(Albus soap) 126 x 93 cm.

GEORG (ADLER, GYÖRGY), 1936, *Esti Kuir*
(Evening newspaper) 125 x 95 cm.



BORTNYIK, SÁNDOR, 1927, *Igaz Mérleg*
(Brand of coal) 187 x 64 cm.



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This exhibition has been organized by Museo Valenciano de la Ilustración y de la Modernidad, MuVIM, and coproduced with National Széchényi Library, Budapest (Hungary) in collaboration with Centro Andaluz de Arte Contemporáneo, Consejería de Cultura, Junta de Andalucía.

On the occasion of this exhibition a trilingual catalogue (spanish, hungarian and english) has been published.

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Access

Avda. Américo Vespucio nº 2
Camino de los Descubrimientos s/n

Transport

C1 y C2 buses

Timetable

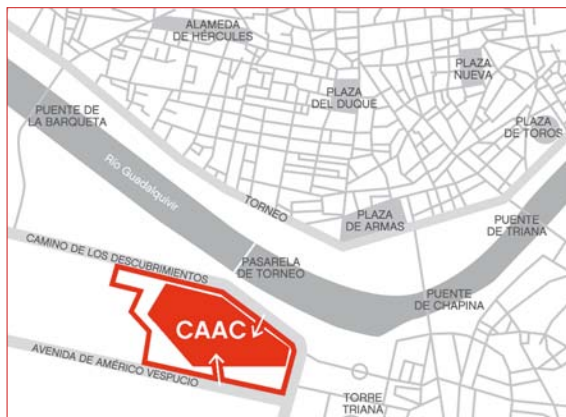
1 October - 31 March
Tuesday to Friday: 10 - 20 h.
Saturday: 11 - 20 h.
1 April - 30 September
Tuesday to Friday: 10 - 21 h.
Saturday: 11 - 21 h.

Sunday: 10 - 15 h.
Closed on Monday
Holidays: Please consult with Centre

Library

Monday to Thursday: 9.45 - 13.45 h. y
15.45 - 17.45 h.
Friday: 9 - 14 h.

Tickets sale until 30 minutes before
closing.



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