

[UK]

#ExpoArtDeco

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ART DECO

FRANCE NORTH AMERICA

FROM OCTOBER 21, 2022 TO MARCH 6, 2023

This exhibition presents a narrative of transatlantic exchanges between 1910 and World War II, a period of reciprocal emulation between the countries, particularly in the artistic realm. French, American, Canadian and Mexican artists traveled from one side of the Atlantic to the other, studied and worked together and mutually enriched each other.

These relations were moreover the extension of a long amicable tradition between France and the United States, often strengthened by a shared experience of the trenches between 1914 and 1918.

In the 1920s, France strongly influenced the architecture, film sets and life-styles of North Americans. The Art Deco style, called the Nouveau Style at the period, was the ideal ambassador of French taste. It captivated the North American populations, especially the wealthier classes.

These *Années folles* ("the wild years," the Roaring Twenties in the United States) with their numerous aspects saw progress in every sector: technical – from skyscrapers to the cinema – artistic – with the emergence of a host of avant-garde artists of every stripe – and societal – with the emancipation of women.

Art Deco is characterized by simple, stripped-down lines, geometric and classic forms and a dynamic stylization of decorative motifs. Artists easily adopted it and adapted it to various contexts.

It expressed an idea of modernity held dear at this period and a felicitous and fraternal internationalism, in those decades when everyone wished to forget the war that was to never occur again.

THE EXHIBITION PROPOSES AN ITINERARY THROUGH THE FOLLOWING SIX SECTIONS:

1. In the name of friendship

Transatlantic friendship was sealed as of the late 19th century. It was rooted in a fertile soil of reciprocal admiration: centuries-old French architecture attracted the Americans, while the French were fascinated by the dizzying audacity of the skyscrapers that the Americans alone were capable of building.

2. The Great War cements a friendship

During World War I, the engagement of certain Americans, then the entire country in favor of an Allied victory, was the occasion to tighten the ties between the two countries. Artists met in the trenches, resulting in indestructible friendships. During demobilization after the victory, fine arts schools intended for Americans opened on a permanent basis in France: in Meudon-Bellevue, then in Fontainebleau.

3. The year 1925 and its impact

The 1925 International Exhibition of Modern Decorative and Industrial Arts in Paris made a deep impression and led to an explosion of the taste for modernity. The United States sent a delegation of observers who were filled with wonder. Subsequently, the large modern transatlantic ocean liners were decorated in the Art Deco style and became genuine ambassadors of French taste.

4. Art Deco in America

Many French artists who had exhibited in Paris then went to work in the United States or Canada. The American department stores eagerly called on the French discovered in 1925 to decorate their stores. Art Deco thus conquered the American public, captivated by the luxury and refinement of this new style.

5. Transatlantic matches from marriage to boxing and flying

Modernity was everywhere in the 1920s and 1930s and often gave rise to transatlantic challenges and even feats: connecting France and the United States by plane, having the French style participate in the boom in Hollywood movies or exporting fashion magazines from both sides of the ocean.

6. The boomerang effect

Following the 1929 crisis, there were fewer luxury productions and Art Deco began a new life in the United States: it was popularized and invaded everyday objects, whose production was supported by the New Deal to counter the effects of the 1929 stock market crash. Art Deco took a resolutely American turn with the birth of the Streamline style and a unique development in Miami Beach.

CANADA

UNITED STATES

MEXICO



PRINCIPAL CITIES WITH ART DECO MONUMENTS CREATED BY FRENCH ARTISTS AND PRESENTED AT THE EXHIBITION



PRINCIPAL CITIES WITH ART DECO MONUMENTS CREATED BY AMERICAN ARTISTS AND PRESENTED AT THE EXHIBITION



PRINCIPAL CITIES WITH ART DECO MONUMENTS CREATED BY FRENCH AND AMERICAN ARTISTS AND PRESENTED AT THE EXHIBITION

PRINCIPAL ARTISTIC PERSONALITIES CITED IN THE EXHIBITION

★ American / 🐓 French / 🌵 Mexican

- 🐓 **Auguste Bartholdi:** sculptor / *Statue of Liberty in New York, 1886*
- ★ **Gutzon and Solon Borglum:** sculptors, teachers in France and the United States / *Monumental Heads of American Presidents on Mount Rushmore, 1927-1941*
- 🐓 **René Buthaud:** ceramicist known for his “snakeskin” crazed surfaces, signed *Doris* for his works in the United States
- 🐓 **Jacques Carlu:** architect who worked in the United States and Canada from 1924 to 1934 / *Palais de Chaillot, 1937*
- ★ **Rene Paul Chambellan:** sculptor and teacher at the Art Training Center in Meudon-Bellevue, 1919
- 🐓 **Paul Cret:** architect / Many buildings in the United States, like the *Cincinnati Union Terminal, 1933*
- ★ **Cecil B. DeMille:** director and producer, who brought Art Deco into his movies / *Feet of Clay, 1924*
- ★ **Walter Dorwan Teague:** Streamline engineer and artist, 1930s
- 🐓 **Jean Dupas:** painter, fresco artist / Decoration of ocean liners like the *Île-de-France, 1927*, and the *Normandie, 1935*
- 🐓 **Roger-Henri Expert:** architect / *French Pavilion* at the New York World’s Fair, 1939
- ★ **Wallace Harrison:** architect who studied at the École des Beaux-arts de Paris / *Rockefeller Center, 1931*
- ★ **Raymond Hood:** architect, transmitter of the Art Deco style in the United States / Several skyscrapers in New York and Chicago, like the Chicago Tribune Tower, 1923
- 🐓 **Paul Iribe:** illustrator, decorator, designer / Hollywood movie sets, 1919-1927
- 🐓 **Paul Landowski:** sculptor / *The Corcovado Christ* in Brazil, 1931, and many public commissions in France
- 🐓 **Pierre Legrain:** cabinet-maker and decorator / Sets for Hollywood movies, 1920-1924
- 🐓 **Lucien Lelong:** couturier and perfumer, considered the “most American Frenchman” of his profession
- 🐓 **Georges Lepape:** fashion illustrator / Many covers of the American magazine *Vogue*
- 🐓 **Jacques Lipchitz:** cubist sculptor of Russian origin, ★ naturalized in France then in the United States
- 🐓 **Raymond Loewy:** industrial designer / ★ Many logos of American brands
- ★ **Marshall B. Lloyd:** maker and inventor of the *Lloyd Loom*, basket-making process combining modernity and tradition, 1917
- 🐓 **Jean Luce:** Extremely successful ceramicist in the United States / *Rectangular Service*, ca. 1933
- ★ **Condé Nast:** publisher of *Vogue*, from 1909
- 🐓 **Natacha Pecker:** also known as Anne Carlu, painter and decorator, wife of Jacques Carlu, worked on many of his projects
- ★ **Winold Reiss:** sculptor of German origin / Decoration of the *Cincinnati Union Terminal, 1933*
- 🐓 **Jacques-Émile Ruhlmann:** decorator-ensemblier renowned worldwide / *Chariot Side Cabinet*, ca. 1930
- ★ **William Van Alen:** architect who studied at the École des Beaux-arts of Paris / *Chrysler Building, 1928-1930*
- 🐓 **Lucien Vogel:** journalist, founder of several modern fashion magazines, close to Condé Nast / *La Gazette du bon ton*
- ★ **Lloyd and Whitney Warren:** architects, teachers in France and the United States
- 🌵 **Ángel Zárraga:** painter, teacher at the American Training Center of Art in Meudon / Residence of the Mexican ambassador to France in Paris, 1927
- 🐓 **Alexandre Zinoviev:** artist of Russian origin, enrolled in the Foreign Legion in France and “ambassador” of the *Poilus* in the United States / Many drawings done in the trenches, 1914-1918

AROUND THE EXHIBITION

I CATALOGUE

L'Art déco. France - Amérique du Nord,
edited by E. Bréon, co-publishing
Cité de l'architecture et du patrimoine /
Norma Éditions, 2021, 303 p., 45€

I AUDIO GUIDE

In French and English
€5

I ACTIVITIES IN FRENCH

GUIDED TOUR

Every Sunday • 3 p.m.
During the school vacations from Thursday
to Sunday • 3 p.m.
Friday November 11, Saturday November 12
and Sunday November 13 • 3 p.m.
1 hr.30 min. / €5 (+ entrance ticket)

SPECIFIC PUBLIC

Visit in French SignLanguage

Saturday November 19 • 11:30 a.m.
1 hr.30 min. / €5
Reservation required:
handicap@citedelarchitecture.fr

Tactile and descriptive visit

Saturday December 10 • 11:30 a.m.
1 hr.30 min. / €5
Reservation required:
handicap@citedelarchitecture.fr

CHILDREN AND FAMILIES

Game-itinerary

+ 8 years old
Created in partnership with DADA magazine
Free on request at the reception desk

Children's workshop *Made in Art Deco*

8-12 years old
During the school vacations
from Monday to Friday • 2:30 p.m.
Outside the vacation periods,
on Wednesdays • 2:30 p.m.
2 hrs. / €8 per child

Program *Maquette inside out tour*

7-10 years old
From Wednesday November 2 to Friday
November 4 • 2:30 p.m.
3 x 3 hrs. / €72

Program *A palace for ocean liner*

11-14 years old
March 1 to 3 • 2:30 p.m.
3 x 3 hrs. / €72

ADULTS

Drawing program *Line and color*

Thursday November 24 and Friday November 25
11 a.m.
2 x 6 hrs. / €120

Film Cycle

Art Deco, a transatlantic crossing

Fridays on November 18 and 25 and December 2
• 7 p.m.
Auditorium / Free upon reservation

Urban stroll

Saturday December 3 • 2 p.m.
4 hrs. / €15-€7
With the association *Promenades urbaines*
Information and reservation on
promenades-urbaines.com

DISCOVER ALL OUR PROGRAMMING ON CITEDELARCHITECTURE.FR

CURATORSHIP

Emmanuel Bréon: chief curator, Gallery
of Wall Paintings, Cité de l'architecture
et du patrimoine

Bénédicte Mayer: assistant curator,
Gallery of Wall Paintings, Cité de l'architecture
et du patrimoine

PRACTICAL INFORMATION

CITÉ DE L'ARCHITECTURE ET DU PATRIMOINE

Palais de Chaillot
1, place du Trocadéro
75116 Paris
M° Trocadéro / Iéna
+33(0)1 58 51 52 00
citedelarchitecture.fr



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EXHIBITIONS

HOMMAGE À NOTRE-DAME DE PARIS. LA FLÈCHE DE LA CATHÉDRALE ET SES SCULPTURES

Currently available

PIERRE-LOUIS FALOCI. UNE ÉCOLOGIE DU REGARD

From October 14, 2022 to May 29, 2023

PATRIMOINE EN MOUVEMENT. CONSTRUIRE UN AVENIR DURABLE

From October 14 to December 5, 2022

GLOBAL AWARD 2022

From October, 15 2022 to January 31, 2023

HOURS

Specific hours France-North America
exhibition Weekdays:

Except Tuesdays,
11 a.m. to 7 p.m.

Late night opening,
Thursdays until 10 p.m.

Weekends
10 a.m. to 7 p.m.

Closed Tuesday, 1st January, 1st May
and 25th December.

RATES

Art deco + Museum: €12 / €9

Art deco: €9 / €6

