Mucha - Italian Mix



900 EUR

Signature : Alfons Mucha (1860-1939)

Period : 20th century

Condition : Parfait état

Material : Paper

Width : 22,5 cm

Height : 29,2cm

Description

Chromolithograph on paper, printed by Ferdinand Champenois, Paris.Advertising box label for the Lefèvre-Utile (LU) biscuit factory, signed "Mucha" in the plate.Dimensions: approx. 29.2 × 22.5 cm.This rare box label ranks among the finest advertising works created by Alfons Mucha for the renowned biscuit manufacturer Lefèvre-Utile at the turn of the 20th century. Commissioned by the factory, Mélange Italien exemplifies Mucha's exceptional ability to merge artistic refinement with commercial imagery.The composition unfolds through three emblematic Italian scenes. The upper section evokes classical grandeur with a view of Rome dominated by the Colosseum and the distant presence of Mount Vesuvius. The central scene is devoted to Venice, where an elegant female figure sits beside the

Dealer

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canals, surrounded by gondolas and lagoon architecture. The lower scene, inspired by popular Italian life and often associated with the Ligurian coast or Genoa, depicts a young woman in traditional dress accompanied by a basket of citrus fruits, symbolizing Mediterranean abundance.Framed by a rich Art Nouveau ornamental border with stylized floral motifs and a harmonious color palette, the work stands out for the balance of its composition, the delicacy of its drawing, and the quality of its printing. Mélange Italien may be regarded as one of the highlights of Mucha's advertising production for Lefèvre-Utile.Condition: Sublime, with fresh, vibrant colors, a fine impression, and well-preserved margins.