



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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Route de la Corniche 10

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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.