



**WOLFSONIAN**

1001 Washington Avenue  
Miami Beach, Florida 33139

[wolfsonian.org](http://wolfsonian.org)

tel 305.531.1001 fax 305.531.2133

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

Julieth Dabdoub

305.535.2622

[julieth@thewolf.fiu.edu](mailto:julieth@thewolf.fiu.edu)

**'FASHIONING THE MODERN FRENCH INTERIOR: POCHOIR PORTFOLIOS IN THE 1920S'  
OPENS NOVEMBER 16, 2007 AT THE WOLFSONIAN**



Miami Beach, FL (April 5, 2007) — The Wolfsonian-Florida International University will present an exciting exhibition that offers an innovative, in-depth look at the promotion and dissemination of design. *Fashioning the Modern French Interior: Pochoir Portfolios in the 1920s* will open at The Wolfsonian on November 16, 2007 and remain on view through May 11, 2008.

The focus of the exhibition is on the depiction of modern interiors in luxury portfolios created to market the *moderne* style in France during the 1920s. In order to advance the new interior design aesthetic, French publishers produced limited-edition portfolios using a traditional technique—known in France as *pochoir*. The technique, which involved the hand application of color to a print using a series of carefully cut stencils (pochoirs), offered efficiency in production and high quality. The luminous, vibrant images that resulted from the pochoir technique were an ideal medium for promoting the new approaches to interior design and decoration, offering a warmth, depth, and richness of color that could not be captured by photography. These portfolios were highly effective messengers of the modern style, heralds of the new aesthetic for the French elite.

The exhibition brings to light the tensions between traditional and modern design that existed in France during the 1920s. The vibrant images in these portfolios document the furnishings and interiors of the leading French designers of the time, including Jacques-Émile Ruhlmann, Robert Mallet-Stevens, Charlotte Perriand, and Eileen Gray. "The use of the pochoir technique itself as a means of promoting new design is characteristic of this tension, offering an alternative to drawing and photography to convey designers' conception of the modern interior from the traditional to the avant-garde," notes Wolfsonian curator Sarah Schleuning. The revitalization of the pochoir technique offered a novel graphic approach to depict and disseminate modern interiors and decorative patterns to the public, artfully promoting new design while avoiding commercialization. The spectacular color images from the portfolios present a great variety of solutions that will delight today's audiences.

The exhibition contains approximately sixty prints primarily culled from four important luxury portfolios produced in the 1920s: *Harmonies: intérieurs de Ruhlmann* (1924), *Intérieurs* (1924), *Intérieurs français* (1925), and *Répertoire du goût moderne* [Compendium of Modern Taste] 1928-29. The pochoir technique will be explored through the seminal book of the period by Jean Saudé, the master of the pochoir, entitled *Traité d'enluminure d'art au pochoir* [Treatise on art illumination using stencil]. *Fashioning the Modern French Interior* will be accompanied by Schleuning's beautifully illustrated publication **Moderne: Fashioning the French Interior** [Princeton Architectural Press], edited by Marianne Lamonaca, associate director for curatorial affairs and education, with an essay by Jeremy Aynsley, head of the School of Humanities & History of Design Department at the Royal College of Art. Exhibition and publication sponsors include: the Funding Arts Network; Lynn Wolfson; the Arthur F. and Alice E. Adams Foundation; Furthermore: a program of the J.M. Kaplan Fund; and Palm Beach I America's International Fine Arts & Antique Fair's Museum Publication Grant Program.

#### About The Wolfsonian—Florida International University

The Wolfsonian is a museum, library, and research center that uses objects to illustrate the persuasive power of art and design, to explore what it means to be modern, and to tell the story of social, historical, and technological changes that have transformed our world. The collections comprise approximately 120,000 objects from the period of 1885 to 1945—the height of the Industrial Revolution to the end of the Second World War—in a variety of media including furniture; industrial-design objects; works in glass, ceramics, and metal; rare books; periodicals; ephemera; works on paper; paintings; textiles; and medals.

The Wolfsonian is located at 1001 Washington Avenue, Miami Beach, Fla. Admission is \$7 adults; \$5 seniors, students, and children six-12; free for Wolfsonian members, State University System of Florida staff and students with ID, children under six, and Miami Beach residents with ID. The museum is open Monday, Tuesday, Saturday and Sunday from noon-6pm; Thursday and Friday from noon-9pm; and is closed on Wednesday. Contact us at 305.531.1001 or visit us online at [www.wolfsonian.org](http://www.wolfsonian.org).

The Wolfsonian receives ongoing support from the State of Florida, Department of State, Division of Cultural Affairs, the Florida Arts Council and the National Endowment for the Arts; Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners; City of Miami Beach, Cultural Affairs Program, Cultural Arts Council; Crispin Porter + Bogusky; Continental Airlines, the preferred airline of The Wolfsonian; the Arthur F. and Alice E. Adams Foundation; and Karla Conceptual Event Experiences.

###