

**STOP 11: Cover of L'Estampe originale 1893 Henri de
TOULOUSE-LAUTREC**



SFX: Sound of a printing press...

Narrator

Lautrec created this poster for the cover of *L'Estampe originale* - an album of original prints that was released to subscribers. It included work by his contemporaries, Pierre Bonnard, Edouard Vuillard and Henri-Gabriel Ibels. Albums like this did much to increase the distribution of the work by the artists involved.

Here we see the master lithographer, Père Cotelle, turning the handle of a printing press, while Lautrec's friend - the dancer Jane Avril - assumes the role of a fashionable

connoisseur. She is dressed for the occasion in a black plumed hat and a dashing red cape. We know that Avril posed for this print, because Lautrec made a preparatory study of her with sheets of paper in her hands.

Lautrec is equally attentive towards Avril's workaday surroundings. He was passionate about printing methods and techniques, and when he was making his posters he would stay at the printer's for hours on end. As his friend Thadée Natanson remarked:

Lautrec was never satisfied, always unremitting, for one more retouch, he toyed with the stone until the last moment.

Narrator

The printing premises depicted here are those of the Imprimerie Ancourt - where Lautrec was said to have spent some of the happiest days of his life.