

**STOP 14: Madrid International exhibition of 1893-94;
Eugène GRASSET**



Narrator

In this poster for the International Exhibition in Madrid, the figure holding the wreath and trumpet represents Fame – signifying the vital contribution made by artists to the success and wealth of nations across the world.

The artist who created this stunning design was Eugène Grasset, who is considered one of the fathers of the Art Nouveau style. Born in Switzerland, the son of a cabinet-maker, he trained in industrial design and architecture. But he only lasted a year at his local technical school before being dismissed for his frequent absences and lack of commitment.

His fortunes changed when he moved to Paris, where he made friends with Montmartre artists, including Théophile Steinlen and Adolphe Willette - with whom he shared a love of Japanese prints. Grasset turned to graphic design and became recognised as a master of the modern poster. His reputation spread abroad - to the United States, where his work became increasingly popular.

Grasset was a prolific artist. He also designed furniture, wrought iron, fabrics, crockery, mosaics, stamps and jewels. In 1900 he gained official recognition when he was nominated chevalier of the Légion d'honneur. – A great achievement for an emigré from Switzerland.