

STOP 1: INTRODUCTION

Narrator:

Welcome to the Victoria Art Gallery. Our exhibition, *Toulouse-Lautrec and the Masters of Montmartre*, brings the sights, sounds and delights of Lautrec's bohemian Paris to modern-day Bath. - And it revisits the street art of the period, with more than 80 iconic colour posters on display by artists, including Lautrec, Alphonse Mucha, Pierre Bonnard, and many others.

As you explore the exhibition you will discover how visual art, music and dance were intertwined in this thrilling era, with artworks, documents and fashion accessories that transport you back to late 19th-century Montmartre – the former hilltop village that became such a notorious entertainment centre.

Lautrec was a local resident and friend of many of the performers, making him ideally placed to build on these

connections through his art. He harnessed the recently invented process of colour lithography to his telling eye for detail, and created dozens of bold posters that went up all over Paris. This exposure brought instant celebrity to Lautrec - and it made stars of the entertainers whose shows he was promoting.

Other artists, such as Mucha, Bonnard and Théophile Steinlen, were quick to put their design skills at the service of commercial clients, ensuring this became a golden age for the art of the poster!

With our audioguide, you will encounter works that include the first poster Lautrec ever created – advertising the dancer La Goulue’s appearance at the Moulin Rouge - Mucha’s stunning advertisement for Job cigarette papers – and Jules Cheret’s dazzling poster promoting Loïe Fuller’s fire dance at the Folies-Bergère. Along the way you will hear the songs of some of those who performed in Montmartre.