

**STOP 12: Job 1897, Alphonse MUCHA**



**Narrator**

The young woman leans her head back sensually, while holding a lighted cigarette in her hand. The smoke rises, curling backwards and forwards, intertwining with her blonde hair and the company logo for JOB – the trademark for the Joseph Bardou Company - manufacturers of cigarette papers.

This is perhaps one of the Czech artist Alphonse Mucha's best-known advertising posters. The image was inspired by Michelangelo's Sibyls - at the Sistine Chapel in Rome. The poster was printed in numerous editions and formats, with the aim of bringing an international market on board. In fact, it became so successful that it effectively established the iconic image of the *Mucha woman*. A year after this poster

was created, Mucha produced another design for the same company, which is known as *great Job*.

Although he was mainly a painter, Mucha regarded posters as *an art for the people*. The majority of his posters were produced in his adopted home of Paris with the printer, F. Champenois, with whom he signed an exclusive contract. Under this contract he created over 100 designs for advertisements, decorative panels and calendars.