



Postcards of the Wiener Werkstätte: Selections from the Leonard A. Lauder Collection

Detlef Hilmer, Elisabeth Schmuttermeier, Christian Witt-Doerring, Leonard Lauder

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Founded in 1903 by architect Josef Hoffmann and designer Koloman Moser, the Wiener Werkstätte, or Vienna Workshops, gathered architects, artists and designers committed to making design excellence available to all. As a form, the postcard presented a perfect medium for the transmission of these ideals, and so it was that in 1907 the Werkstätte began publishing a series of numbered postcards commemorating holidays, depicting new fashions and documenting the sights of Vienna. All of the major designers who worked for the Wiener Werkstätte--including Josef Hoffmann, Oskar Kokoschka, Egon Schiele, Dagobert Peche, Moriz Jung, Rudolf Kalvach, Mela Koehler and Maria Likarz--contributed to this project, and consequently these postcards constitute an important genre within Wiener Werkstätte production. This fully illustrated volume, published for the Neue Galerie's Fall 2010 exhibition of Wiener Werkstätte postcards (drawn from the Leonard A. Lauder Collection), is the first catalogue raisonné in English devoted to this fascinating, hitherto little-known genre.

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