

Édouard Manet, The Lady with Fans, Portrait of Nina de Callias, 1874, © Musée d'Orsay

A COLLECTION OF FANS:



A STORY OF BEAUTY FOR EXHIBITION PROPOSALS



David Teniers, The Art Collection of Archduke Leopold-Wilhelm in Brussels, 1651, © Kunsthistorisches Museum

**THE COLLECTOR
THE COLLECTION
ASPIRATIONAL VENUES**

THE COLLECTOR



Margaretha Mazura

Viennese by birth, grew up in an environment dominated by music. While she pursued a career as European Policy expert (Margaretha is a doctor in law of the University of Vienna and a graduate of the College of Europe, Bruges), her interest in fans started in

1997 when she acquired her first fan, a contemporary art piece by Cuban artist Nelson Domínguez.

Currently, her collection comprises 700+ fans from 4 continents and 5 centuries (17th to 21st).

She developed some predilection for certain periods and topics that became focus areas of her collection: early English printed fans (1720 to 1750), Art Nouveau and Art Deco fans, including advertising fans of the period, and small Empire brisé fans.

In terms of topics, horse racing and horses in general figure next to “Viennensis” and fans with love and erotic symbols.

Margaretha Mazura is member of the Fan Association North America (FANA), the Fan Circle International (FCI, UK), the “Cercle de l'éventail” (France) and the German Fan Collectors.

She collaborates with museums such as the MAK Vienna, the Wien Museum, the Lace and Costume Museum Brussels, the Museum of Arts and History, Brussels, the Fächermuseum Bielefeld (Germany) and the Fan Museum Greenwich (UK).

THE COLLECTION

NUMBERS

700+ fans

GEOGRAPHICAL PROVENIENCE

Europe, Asia ,
America , Africa

HISTORICAL PERIOD

From 17 th to 21 st

FOCUS AREAS

Early English printed fans (1720 to 1750)

Small Empire brisé fans (1800 to 1830)

K.&.K Austria-Hungary (1870 to 1918)

Art Nouveau and Art Déco fans (1890 to 1930)

NETWORK

Other collectors

Her Majesty the Queen of Great Britain

Duchess of Cornwall

Fan Circle International, UK

Cercle d'Eventail, FR

FANA, USA

2002

Permanent Representation of Lower Austria, Brussels

★ c.150 visits (1 day)

2011

Fan Museum Greenwich

★ c.8000 visits

2015

Biennale Art Nouveau Art Déco, Brussels

★ 680 visits (4 days)

2016

June: Eupen, Belgium

2002
2015

Private exhibitions

2013

Biennale Art Nouveau Art Déco, Brussels

★ 400 visits (2 days)

2016
ITALY

2017

Biennale Art Nouveau Art Déco, Brussels

THE COLLECTION



Printed satin; sticks covered with printed leather in the same style; ca. 1880

THE COLLECTION



Advertising fan, ca. 1925

THE COLLECTION



World War I fan, made in 2 sizes. 1915, Austria

THE COLLECTION



Rare fan by Paquin, signed on the revers. Green silk on silvernet and silver spangles

ASPIRATIONAL VENUES

and / or

TURIN



- PALAZZO MADAMA
- MAO Museo Arte Orientale
- CIRCOLO DEI LETTORI



MILAN



- PALAZZO REALE MILANO (A. Mucha 10/12/15 – 20/3/16)
- MUSEO POLDI PEZZOLI
- PALAZZO MORANDO
- MUSEO TEATRO LA SCALA



GENOA



- PALAZZO DUCALE (A. Mucha 30/4/16 – 30/9/16)

VENICE



- FONDAZIONE QUERINI STAMPALIA
- PALAZZO MOCENIGO





TIMELESS BEAUTY

Art Nouveau
Chinoiserie
Women Unfolded

FANS AS A COMMUNICATION TOOL

Fashion
Music

“IN PIECES” LEGO exhibition by Nathan Sawaya & Dean West

EXHIBITION NARRATIVE

2 PROPOSALS



Kustav Klimt, Half portrait of a woman wearing a kimono style dress, Private Collection, 1917

TIMELESS BEAUTY

SUGGESTION SECTIONS

ART NOUVEAU, CHINOISERIES, WOMEN UNFOLDED

NEW CONCEPT

Seen from nowadays, the fan is often reduced just to this role: fashion accessory and subsequently, neglected from all art considerations. The proposed exhibition will show that there is more behind the small expandable tool than just some item to occupy unoccupied hands: a fan can show the social, historical and artistic context of the times.

FAN ON SHOW

50-60

HISTORICAL PERIOD

EARLY ENGLISH /18th c. French

SMALL EMPIRE

19th CENTURY FANS

ART NOUVEAU AND ART DÉCO

GEOGRAPHICAL PROVENIENCE

EUROPE

ASIA

CONTEXTUAL ARTEFACTS

FASHION PLATES

THEATRE PROGRAMS

LITERARY REFERENCES - BOOK

ILLUSTRATIONS

FASHION JOURNALS OF THE TIME

PUBLICITY

MENU CARDS

PIANO SCORES

SUGGESTION SELECTIONS

1

ART NOUVEAU

Art Nouveau “discovered” the female **beauty** that was put into relation to **nature**: the hair was adorned with flowers (that had a meaning, like the mistletoe on the fan).

Art Nouveau also had a predilection of portraying in profile – not so much for reasons of decency as in former centuries but for the design opportunity this format offered. The best known artist was **Mucha**, and in his wake, many designers and artists took up the new style, like **Gendrot** who did not only paint this paint but also designed the catalogue for the fan maker, famous **Duvelleroy**.



Alphonse Mucha, Daydream (detail), 1897

2

CHINOISERIES

This part refers to the “Chronology of beauty and fans”, showing what was considered as “**beauty ideal**” from the **18th** to the **20th** century, relating fans to paintings, drawings, fashion journals or illustrations. It will also show particular “beauty fads” like **chinoiseries**, “balloon dresses” on the occasion of the ascension of the first balloon in 1783, etc.

The different periods will consist of Text Panels, a showcases for the fans and other coeval items and life-size cardboard persons from the period that hold a fan.

Panels would fold like a fan and lead to the next exhibit. Between the showcases, the life-size cardboard persons with fans will be placed.



François Boucher, The Chinese Garden

3

WOMEN UNFOLDED

A part of the exhibition can be dedicated to the “**new Women**” of the **20th** century and the change it went through. Again, the idea is to “unfold” the exhibition with 1900-1908, when the first change of what is perceived as “scandalous”, the woman without corset; and after WWI, the modern woman with short hair, in attractive, even erotic poses, depicting the fashion of the day.

Here, an interactive screen would be installed to show the different influences that meet between art, design, advertising, illustration, theatre and fashion. A good example is the fan by **Paul Iribe**.



Advertising fan for Carlton Restaurant London

ART NOUVEAU



Fan ca. 1905 by E. Gendrot, painted on silk, produced by Duvelleroy, Paris

ART NOUVEAU



Fan by George Barbier, for Lubin (perfume producer); pochoir (stencil) on silk, signed and dated 1912, pre-empting Art Deco

ART NOUVEAU



Art Nouveau beauty (Jugendstil in German), ca. 1905, Austria

CHINOISERIES



Chinoiserie fan, ca. 1770/80; the indoor/outdoor scene is reversed on the back. Abalone is applied for blossoms, silk for dresses, ivory for the (very European) faces; mica Windows allow for spying behind the fan.

CHINOISERIES



Balloon fan, detail, France 1783

WOMEN UNFOLDED



England, ca. 1740.



Jules-Charles Aviat, Portrait of a Lady Holding a Fan, 1898, Private Collection

FAN AS A COMMUNICATION TOOL

SUGGESTION SECTIONS FASHION AND MUSIC

NEW CONCEPT

In previous centuries, fans were used as a communication tool. Ladies and gentlemen invented a language with which communicate state of mind or demands, depending on the position, opening and closing of the fan. In addition, fans were often “conversation pieces” that attracted the attention.

FAN ON SHOW

50

HISTORICAL PERIOD

18th/19th

ART NOUVEAU AND ART DÉCO

GEOGRAPHICAL PROVENIENCE

EUROPE

ASIA

CONTEXTUAL ARTEFACTS

PICTURES (Getty Images & Vogue)

FASHION PLATES

THEATRE PROGRAMS

LITERARY REFERENCES - BOOK

ILLUSTRATIONS

FASHION JOURNALS OF THE TIME

PUBLICITY

MENU CARDS

PIANO SCORES

SUGGESTION SELECTIONS

1

FASHION

Through a selection of fans, accompanied by contextual artifacts, it's possible to reflect on the History of Costume from 18th to this day.

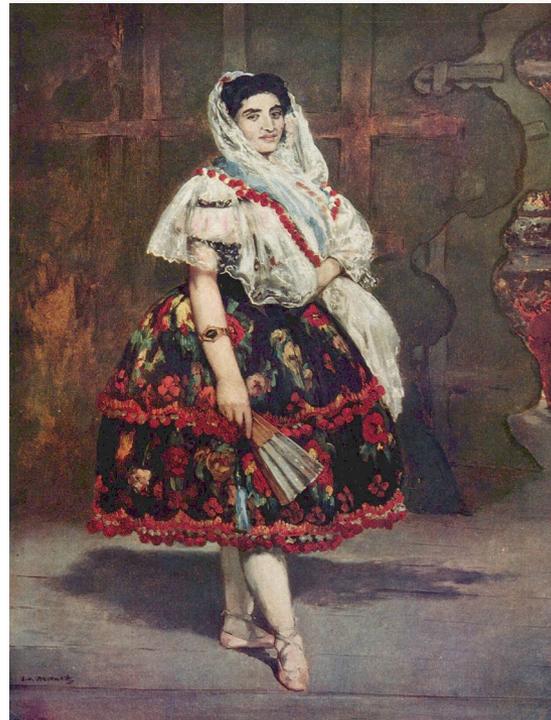


Mary Cassatt, Lady with a fan (Portrait of Anne Chlotte Gaillard), 1880

2

MUSIC

Fans always have accompanied women during musical occasions. This selection will show fans with musical scenes, dance and instruments on it, from 18th to 20th century.



Édouard Manet, Lola de Valencia, 1862, © Musée d'Orsay

FASHION



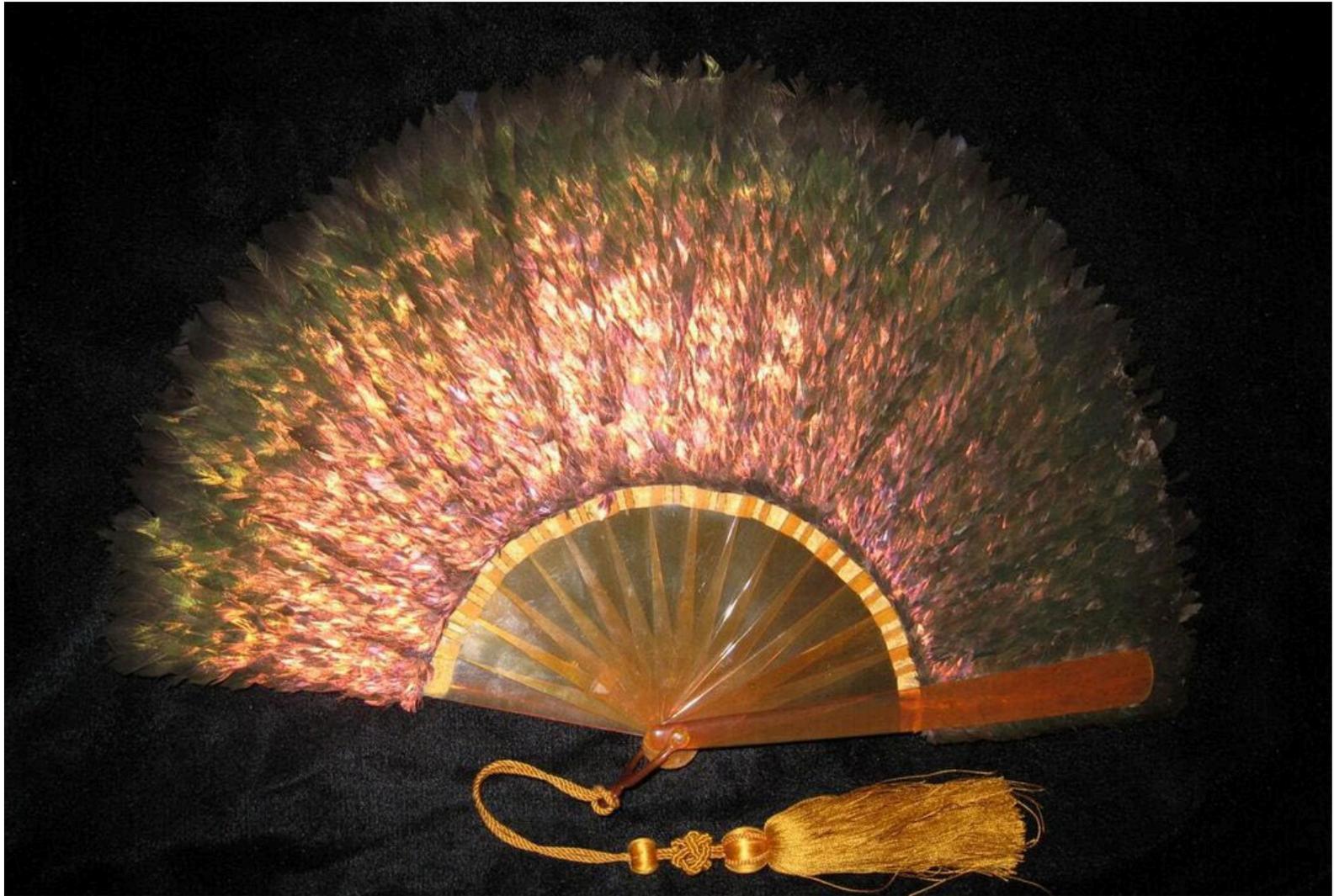
Detail of a lace fan, the leaf studded with rose Diamonds; ca. 1880

FASHION



Detail of a lace fan, the leaf studded with rose Diamonds; ca. 1880

FASHION



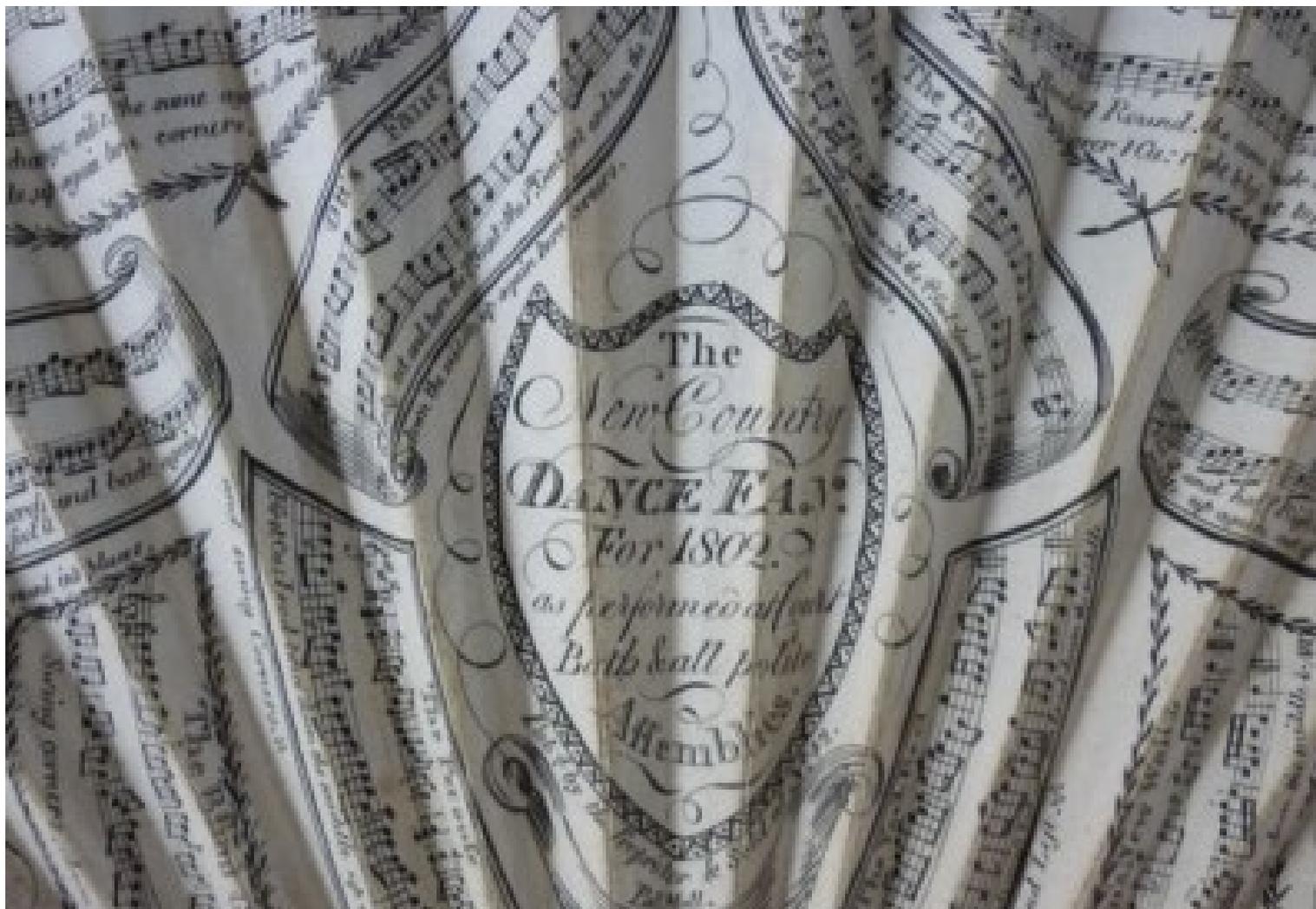
Feather mosaic fan with the feathers of the Himalayan pheasant; blond tortoiseshell sticks. Ca. 1900/1910, Austria or France

FAN AS A COMMUNICATION TOOL



Amorous question & answer game, France, ca. 1800

MUSIC



"The Ladies' new Casino fan...as it is now played in the Polite Circles"; Published at Sadlow's Fan Warehouse, No. 121 Strand, London".

FASHION

SUGGESTIONS OF ARTEFACTS



1. 1865 © Getty Images



2. Margot Asquith, 1907 © London Getty Images



3. Irene Castle, 1918 © Getty Images

FASHION

SUGGESTIONS OF ARTEFACTS



1. 1639 ©Getty Images



2. Gilda Gray, 1924 © Getty Images



3. Jacqueline Logan, 1928, © Getty Images

FASHION

SUGGESTIONS OF ARTEFACTS



1. 1926 ©Getty Images



2. Madame Butterfly, 1910, Evelyn Millard ©Getty Images

FAN AS A COMMUNICATION TOOL

HIGHLIGHTS FOR THE SET UP



FAN IN THE RIGHT
HAND IN FRONT
OF FACE:
Follow me!

CLOSED FAN:
Do you love me?

FAN IN THE LEFT
HAND IN FRONT OF
FACE:
I would like to meet
you!

MOVING FAN WITH
THE LEFT HAND:
They are looking us!

MOVING FAN WITH
THE RIGHT HAND:
I'm sorry, I love
another man..

PLACING FAN ON
THE LIPS: Please, kiss
me!

carpenters workshop gallery

DOWN TOWN

Design Miami 2011 Vernissage at the Miami Beach Convention Center on November 29, 2011 in Miami Beach, Florida

TARGET AUDIENCE
SPONSORSHIP BENEFITS & OPPORTUNITIES
COMMUNICATION PLAN
PROPAGANDA VALUE
BUDGET
CULTURAL INSTITUTIONS REQUIREMENTS

TARGET AUDIENCE

1 FEMALE AUDIENCE

2 ART LOVERS

3 FASHION LOVERS

4 COMMUNICATION
SPECIALISTS

5 PRIVATE COLLECTORS

6 MUSEUM VISITORS

