

The exhibition of Alfons Mucha in Ivančice

Introduction

This plan is focused on new exhibition of Alfons Mucha in Ivančice.

Alfons Mucha was a world-famous graphic artist, poster master and painter who defined a new style of Art Nouveau. At the same time, he was an ardent Czech patriot and philosopher. He created his Slavic epic as a tribute to the Slavs and a bridge to universal humanistic values. His life and work are still inspiring, as evidenced, among other things, by the extraordinary success of foreign exhibitions of his work. Remarkable is the great timelessness of the values for which he fought tirelessly throughout his life.

Ivančice, as his hometown, remained a place where Mucha had his roots throughout his life. It laid the foundation of Mucha's art and influenced it aesthetically and ideologically. Many works were

inspired by the history, culture and folklore of Ivančice and South Moravia, Mucha used it to express his deep relationship with home and helped Ivančice to immortality. The name Ivančice is among the people who admire the work of Alfons Mucha, known all over the world and can be an incentive to visit Mucha's birthplace, especially if they find an exhibition dedicated to their favorite artist and Ivančice context.

Currently, there is a house, in which the artist was born. There used to be an exhibition, now the house is under reconstruction getting ready for new one. The building is owned by Ivančice town. The initiative is led by Ivančice town council in cooperation with South Moravian county council. Also Mucha Trust is involved, which means Mucha's direct ancestors are part of the project. The team involves both local and international curators. Local institutions are also involved (museum and Moravian gallery).



Alfons Mucha birth place

The exhibition's main goal is to get acquainted with the personality of the Ivančice native and the famous artist Alfons Mucha. It is to help visitors understand that Alfons Mucha was a world-famous designer and art painter, with his special style based on deep Ivančice roots. As a patriot,

the philosopher tried to use his works to make people better. His humanistic ideals are very current today. Visitors can follow his life journey from humble beginnings through tremendous success in Paris to the realization of the Slavic Epic, a monumental tribute to his people and an unfinished triptych dedicated to humanity. The exhibition refers to a specific locality in Ivančice and South Moravia and was also intended to serve as a direction for the interest of visitors to this place.

Local Engagement

The team behind the exhibition informed the locals but also let them to be also co-creators of the exhibition. In July, we celebrated 160th anniversary of Mucha's birth. We had a presentation of the interpretive plan and public discussion. We asked the people to write down their wishes for Alfons Mucha. We also asked people "What does AM mean for you today?" and collected responses.

We addressed the fact, that although Mucha is still very famous abroad, he is still not fully respected by Czech people. However, most of the locals are still very proud of him.



Collecting wishes for Alfons Mucha



Interpretation

Main theme

This is a place where visionary was born, who always wanted to make a better world through his art. His vision for humanity is particularly relevant today.

Sub – themes and stories

1. Alfons Mucha began his journey of life as a poor but very gifted boy from Ivančice. From his Moravian roots he drew inspiration throughout his life (as already well known artist) and spiritual strength.
2. Mucha wanted his art to reach the wider public and in Paris he found his own visual language - a distinctive compositional style known as "le style Mucha" which became an inspiration for the newly emerging artistic style in the 1890s - Art Nouveau.
3. As a philosopher-artist, Mucha wanted his work to contribute to the world to become a better place. He embodied his ideals for Slavic unity and the progress of mankind in his masterpiece, The Slav Epic, and his unfinished final work - the 'three ages' triptych - to dedicate to future generation of humanity.

There are lots of stories connected to those, as we have remarkable archive about AM work and life.

In ex.:

- **Miracle Child** - A story of the development of unique talent from an early age. Even when he was never "laid on roses" and he was from poor family, he became a world-renowned artist.
- **The Way to the Roots** - Although AM has traveled to many countries, he has never forgotten where he came from and where he wants to return. Ivančice was still the first inspiration, certainty, the way to the roots.
- **Destiny Order** - Mucha on the verge of exhaustion received a last-minute order to create a poster for actress Sarah Bernhardt. This was mainly because it was at Christmas and no one else stayed in Paris. The poster was an immediate success, the whole of Paris talked about it and this directed AM on the path to success.

For AM the art was a way to communicate deeper values. This is very clear from his artwork. From ideas of Slavic unity he during the life passed to universal human values. From patriotism he did 'turn increasingly towards universalism. Wisdom, world peace, harmony and beauty, openness of the mind and others are values that Alfons Mucha not only proclaimed and promoted, but mainly lived. We want this to communicate in the exhibition and create some participative exhibits to let people think about their values.

Target Groups

Target groups are:

- Local people
- People from Brno region (cultural tourist, "empty nests", families with children)
- Organized group of cultural tourists



- School – group – visits
- International cultural tourist interested in art

For each group we will create the offer according to their needs – in ex. for individual cultural tourists:

- tips for places in the region with a thematic offer of various time-consuming leisure options
- programs with an emphasis on the cultural offer and tips for places in the region with a thematic offer of various time-consuming opportunities to spend free time
- programs with an emphasis on cultural offerings and easily accessible details
- reasonable amount of entrance fee resp. information about discounts
- offer suitable souvenirs

In further stage we will go deeper into learning needs or opportunities of different target groups.

Media

We will create modern exhibition using different medias (both active and passive). We will use interpretive approach and followed the defined theme.

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Sdružení pro interpretaci místního dědictví ČR

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