

PRESS RELEASE

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5 November 2025

Glamour and Geometry. Art Deco in Illustration. Blackbox #17

Exhibition from 20 November 2025 to 26 April 2026 at the Bröhan Museum, Berlin

Opening: 19 November 2025, 6 p.m.

We would be happy to arrange INDIVIDUAL PRESS PREVIEW APPOINTMENTS for you.

Paris, 1925: The Exposition internationale des arts décoratifs et industriels modernes celebrates the triumph of a new aesthetic. Around 15,000 exhibitors from 18 nations present what would later go down in design history as Art Deco at this world exhibition of decorative arts – a style whose name was only derived retrospectively from the title of the show. One hundred years later, the Bröhan Museum is taking this anniversary as an opportunity to once again focus on the eccentric and elegant design language of Art Deco. Back in the summer, a new focus was added to the permanent exhibition, which shows the highlights of the museum's own collection in a new light – with works by Jacques-Émile Ruhlmann, Süe et Mare, Jean Puiforcat and Pierre Chareau, among others.

But the splendour of Art Deco unfolded not only in furniture, glass and metal, but also on paper: the style found a particularly dazzling stage in illustrations for magazines and advertising. These graphic testimonies had a decisive influence on the image of modernity – they made the luxury of the new era visible, reproducible and appealing to the masses. Yet they were anything but trivial: fashion magazines of the time were small works of art, printed on fine paper and produced using the elaborate au pochoir process. In this technique, the colour is applied by hand with ink-soaked pads and fine stencils – a process that produces delicate, almost relief-like structures and at the same time an intense, luminous colourfulness. The process was perfectly suited to reproducing the designs of the great couturiers and couturières such as Paul Poiret, Jeanne Lanvin and Madeleine Vionnet without detracting from their radiance. The renowned fashion houses also had extremely elaborate, often large-format luxury catalogues printed – in gold and silver on heavy handmade paperboard. Such exquisite printed products contributed significantly to shaping the glamour and opulent radiance of Art Deco. In addition to fashion, interior design became the preferred field of expression for style and individuality. The precious furnishings of one's own four walls offered an opportunity to display wealth and refined taste.

The exhibition 'Glamour and Geometry' is dedicated to these extraordinary printed works and offers a fascinating insight into the outstanding art of illustration during the Art Deco period.

All the works on display come from the unique collection of Stuttgart-based collectors Akka and Wulf D. von Lucius, which is being shown in Berlin for the first time with this presentation.

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USt-IdNr.: DE269447984  
befreit nach § 4 Nr. 20a UStG

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Opening hours: Tuesday to Sunday from 11 a.m. to 6 p.m. and on all public holidays (closed on 24 and 31 December)

Admission: €9, reduced €6

Happy Wednesday: Every first Wednesday of the month, a flat rate of €4 applies for everyone.

Tickets can be purchased online at [www.broehan-museum.de/service](http://www.broehan-museum.de/service) or on site.

Please direct any enquiries, including requests for further information and images, to Corinna Kleis, email: [pr@broehan-museum.de](mailto:pr@broehan-museum.de)