



North Carolina Museum of Art



**FOR IMMEDIATE RELEASE**

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**MEDIA CONTACT**

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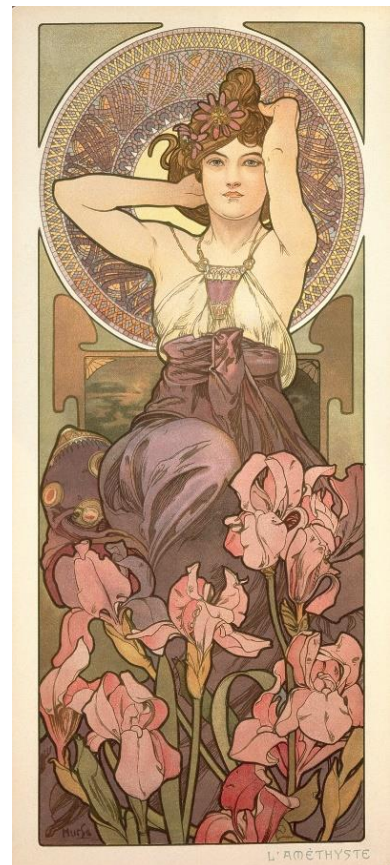
**North Carolina Museum of Art Announces Related Events for Fall Exhibition**  
***Alphonse Mucha: Art Nouveau Visionary***

**Raleigh, N.C.**— The North Carolina Museum of Art (NCMA) announces its fall 2021 events related to special exhibition *Alphonse Mucha: Art Nouveau Visionary*, opening October 23, 2021, including member events, lectures, tours, educator events, and more.

Czech-born Alphonse Mucha (1860–1939) was one of the most celebrated artists in Paris at the turn of the 20th century. As an influential force behind the art nouveau movement, he created sumptuous posters and advertising materials—promoting such everyday products as cigarette papers and tea biscuits—that transformed the streets of Paris into open-air art exhibitions.

[\*Alphonse Mucha: Art Nouveau Visionary\*](#) celebrates the Mucha Trust Collection’s first major U.S. tour in 20 years, featuring a vast array of posters, illustrations, ornamental objects, and rarely seen sculpture, photography, and self-portraits—all showcasing Mucha’s distinctive style of harmonious compositions, sinuous forms, organic motifs, and lush color palettes. Additional works from the NCMA’s collection highlight Mucha’s influence in America and his close friendship with French sculptor Auguste Rodin.

In addition to related events, the Museum’s East Café will feature Parisian-inspired dishes, signature cocktails, and decadent desserts, and the Museum Store will stock an exclusive exhibition catalogue featuring essays by cocurators Tomoko Sato of the Mucha Foundation and Michele Frederick, associate curator of European art at the NCMA. Related



(continued)

products including books, magnets, scarves, and more will be sold. The Museum has partnered with Spoonflower to offer cocktail napkins and decorative pillowcases featuring an exclusive art nouveau pattern inspired by the flowers in the Museum Park.

Full schedule of events below:



### **Opening Event**

#### **[Opening Reception: Alphonse Mucha: Art Nouveau Visionary](#)**

Friday, October 22, 7–9:30 pm

East Building

\$45 Members, \$55 Nonmembers

Preview the exhibition at this special opening event. Enjoy live entertainment and Parisian-inspired light hors d'oeuvres. Tickets go on sale Wednesday, September 15.

### **Experiences and Lectures**

#### **[Culinary Adventure: Alphonse Mucha](#)**

Friday, October 29, 5:30 pm

East Building

\$125 Members, \$150 Nonmembers

Join us for a tour of *Alphonse Mucha: Art Nouveau Visionary* followed by an evening of culinary treasures. A champagne and canape cocktail hour precedes a multicourse dinner and wine pairing. This gastronomic journey, inspired by the organic forms and exquisite motifs of Mucha's art, features both rustic French fare and sophisticated Parisian delights.

#### **[Live from the Studio: Colored Pencils with Shelby Scattergood](#)**

Saturday, November 13, 1:30–3 pm

Free; registration required

The influence of the iconic patterned and stylized portraiture of Alphonse Mucha, as exhibited in *Alphonse Mucha: Art Nouveau Visionary*, is reflected in the highly detailed work of North Carolina artist Shelby Scattergood. Join Scattergood virtually in her studio for this 90-minute demo class in which she discusses her art and introduces basic colored-pencil drawing techniques. Participants explore pencil strokes, blending, highlighting, and shadow, and join everything together by learning how to draw a water droplet.

#### **[Virtual Lunchtime Lecture: In Quest of Beauty: The Evolution of Mucha's Visual Language](#)**

Thursday, November 18, noon–1 pm

\$5 Members, \$7 Nonmembers

Join Mucha Foundation curator Tomoko Sato virtually as she discusses the exhibition *Alphonse Mucha: Art Nouveau Visionary*. This lecture focuses on the theoretical aspect of Mucha's work, especially his idea of beauty—the core principle of his art—and looks at how the Mucha style evolved from his Parisian posters to an artistic language to express his political and philosophical message after his return to his native Czech lands.

#### **Lunchtime Lecture: NCMA Artists in Mucha's Time**

Thursday, December 9, noon–1 pm  
East Building, SECU Auditorium; or Virtual  
\$5 Members, \$7 Nonmembers

Join Michele Frederick, associate curator of European art, to learn about works from the NCMA collection in the exhibition *Alphonse Mucha: Art Nouveau Visionary*. First she examines the international scope of the artistic practices and developments that influenced Mucha through two paintings by American artists who studied in France and then brought new kinds of art back to the United States around the turn of the twentieth century. Then Frederick explores Mucha's and Auguste Rodin's lasting friendship and how new scientific and aesthetic developments influenced Rodin's transformation of sculpture into modern art.

#### **Studio Workshop: Art Nouveau Block-Print Pattern Design**

Saturday, December 11, 11 am–2 pm  
East Building, Studio 1  
\$75 Members, \$80 Nonmembers

Using the art nouveau style of Alphonse Mucha as inspiration, we design small block prints that can be used to create repeating patterns or an elegant stand-alone image.

#### **Mindful Museum: Virtual Slow-Art Appreciation: Alphonse Mucha**

Wednesday, December 15, 7–8 pm  
Free; registration required

Slow art is a growing movement to mindfully observe and communally appreciate art. During this special session in conjunction with the exhibition *Alphonse Mucha: Art Nouveau Visionary*, participate in a brief centering practice followed by an intentional observation of an artwork by Mucha. Sharing and discussion are encouraged. This is a great practice to calm the mind and experience art in a deeper way.

#### **Virtual Studio Workshop: Nouveau Fashion Illustration with Jillian Ohl**

Saturday, January 8, 1:30–3 pm  
\$45 Members, \$50 Nonmembers

The work of Alphonse Mucha is immediately recognizable in its use of elegant motifs, which are still seen in fashion and advertising today. In this workshop participants explore Mucha's art nouveau masterpieces and learn how they relate to contemporary fashion illustration. The instructor also teaches some basics of fashion illustration, drawing, and pattern design.

#### **College Events**

##### **College Night: Nouveau Psychedelia**

Friday, November 19, 4–9 pm

East Building

Free for college students; registration required

College students from across the state are invited to an exclusive party exploring the art nouveau origins of psychedelic art. Celebrate it in fabulous 1960s fashion with music, art making, and free entry to the exhibition *Alphonse Mucha: Art Nouveau Visionary*.

### **Youth and Family Events**

#### **Family Studio: Printed Posters**

Saturday, November 13, [10 am–noon](#) and [1–3 pm](#)

East Building, Studio 1

\$8 Members, \$10 Nonmembers

Guided by expert artists, look closely at original works of art and find inspiration to create your own projects during these two-hour studio workshops. Sessions include a guided gallery tour plus time in the art studio.

Create your own art nouveau–inspired prints in this class. View a few of the works of art in the special exhibition, then let the flowers and flourishes in Mucha’s posters inspire your own printmaking explorations.

#### **Virtual Afternoon with Mucha**

Tuesday, [November 9](#), [December 7](#), [January 11](#),  
4–4:30 pm

Free; registration required

Get an insider’s view of the exhibition *Alphonse Mucha: Art Nouveau Visionary* with this special program just for families! Look closely, ask questions, and learn more about Mucha’s art and times at this 30-minute interactive virtual session.

#### **Art Nouveau Family Day**

Saturday, December 4

Free; registration required for exhibition visit

The free community day welcomes families to the exhibition *Alphonse Mucha: Art Nouveau Visionary* free of charge, with special activities to keep all ages engaged and excited about their museum visit.

### **Tours**

#### **Adult Group Tours**

November 3, 2021–January 9, 2021

Tours are 60 minutes and meet in East Building Lobby

\$50 flat fee per group of 10

\$100 flat fee per group of 20



Explore the work of Alphonse Mucha, one of the most celebrated artists in Paris at the turn of the 20th century. Known for his graphic work, Mucha used his iconic style to advance performers' careers and advertise products as far ranging as chocolate, champagne, and crackers. Learn about Mucha's aesthetics, impact, and influence in this guided 60-minute tour. To request a tour, please fill out the [form](#) at [ncartmuseum.org/visit/tours/](http://ncartmuseum.org/visit/tours/).

### **Virtual Adult Group Tours**

Tuesday through Friday, 10 or 11:30 am beginning November 2

Tours are 60 minutes.

\$50 fee per 15 people

\$75 fee per 16–25 people

The NCMA welcomes community and personal groups for engaging online tours led by a trained volunteer docent. Explore the special exhibition *Alphonse Mucha: Art Nouveau Visionary*. Special-exhibition virtual tours do not include tickets to visit the show in person. To request a tour, please fill out the [form](#) at [ncartmuseum.org/visit/tours/](http://ncartmuseum.org/visit/tours/).

### **[Alphonse Mucha: Art Nouveau Visionary Docent Tour in American Sign Language](#)**

Saturday, November 6, 11:30–12:30pm

East Building, Level B, Meymandi Exhibition Gallery

Free, registration required

Explore the special exhibition *Alphonse Mucha: Art Nouveau Visionary* with a trained volunteer guide. This tour lasts one hour and is held in American Sign Language.

### **[Alphonse Mucha: Art Nouveau Visionary Docent Tour with Audio Description](#)**

Sunday, November 7, 11:30–1 pm

East Building, Level B, Meymandi Exhibition Gallery

Free, registration required

Explore the special exhibition *Alphonse Mucha: Art Nouveau Visionary* with a trained volunteer guide. This tour lasts 90 minutes and is accompanied by full audio description.

### **Educator Events**

#### **[Educator Webinar: Alphonse Mucha: Art Nouveau Visionary](#)**

Tuesday, October 12, 4–5 pm

Free; registration required

How did Alphonse Mucha develop a visual language that brought access to beautiful imagery to the masses? Learn more in this introduction to the exhibition *Alphonse Mucha: Art Nouveau Visionary*.



### **Teacher Tuesdays: Special Exhibition Access for Educators**

Tuesdays, [October 26](#) and [November 30](#), 4–7 pm

Free; registration required

The NCMA invites teachers to enjoy exclusive access to our East Building exhibitions, including *Alphonse Mucha: Art Nouveau Visionary*. Reflect and recharge in an inspiring atmosphere at a time reserved just for teachers. This is a self-guided program; tickets are limited and are available on the hour at 4, 5, or 6 pm during the exhibition access hours.

### **Ticketing Information**

Tickets for the exhibition are already on sale and available at [ncartmuseum.org/mucha](http://ncartmuseum.org/mucha). Ticket prices with taxes and fees are \$23.60 adults; \$20.38 seniors, military, and college students with ID; \$17.16 youth ages 7–18; FREE for member's first visit, subsequent visits 50% off; free entry with college ID every Friday, 3–5 pm. Please note: capacity is very limited, and tickets must be reserved in advance by contacting [help@ncartmuseum.org](mailto:help@ncartmuseum.org). Children ages 2 and under do not require tickets.

### **Image Captions (top to bottom):**

Alphonse Mucha, *The Precious Stones: Amethyst*, 1900, color lithograph, 26 7/16 × 111 3/16 in., Mucha Trust Collection, © 2021 Mucha Trust

Alphonse Mucha, *Moravian Teachers' Choir*, 1911, color lithograph, 42 1/2 × 30 5/16 in., Mucha Trust Collection, © 2021 Mucha Trust

Alphonse Mucha, *Self-portrait with posters for Sarah Bernhardt at the studio in rue du Val-de-Grâce, Paris*, circa 1901, modern print from original glass plate negative, 9 7/16 × 7 1/16 in., Mucha Trust Collection, © 2021 Mucha Trust

Alphonse Mucha, *Nude on a Rock*, 1899, bronze, H. 10 5/8 in., Mucha Trust Collection, © 2021 Mucha Trust

### **About the Exhibition:**

*Alphonse Mucha: Art Nouveau Visionary* is co-organized by the North Carolina Museum of Art and the Mucha Foundation, Prague. In Raleigh additional support for this exhibition is made possible, in part, by the North Carolina Department of Natural and Cultural Resources; the North Carolina Museum of Art Foundation, Inc.; and the William R. Kenan Jr. Endowment for Educational Exhibitions. Research for this exhibition was made possible by Ann and Jim Goodnight/The Andrew W. Mellon Foundation Fund for Curatorial and Conservation Research and Travel.

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### **About the North Carolina Museum of Art**

The North Carolina Museum of Art's permanent collection spans more than 5,000 years, from antiquity to the present, making the institution one of the premier art museums in the South. The Museum's collection provides educational, aesthetic, intellectual, and cultural experiences for the citizens of North Carolina and beyond. The 164-acre Museum Park showcases the connection between art and nature through site-specific works of environmental art. The Museum offers changing special exhibitions, classes, lectures, family activities, films, and concerts.

The Museum, located at 2110 Blue Ridge Road in Raleigh, opened West Building, home to the permanent collection, in 2010. It is the art museum of the State of North Carolina, Roy Cooper, governor; an agency of the Department of Natural and Cultural Resources under the direction of Secretary D. Reid Wilson; and led by Director Valerie Hillings.

### **About the Mucha Foundation**

The Mucha Foundation is an independent, nonprofit charity based in the Czech Republic with an international scope of activity founded in 1992 by the artist Alphonse Mucha's grandson John Mucha and the artist's daughter-in-law, Geraldine Thomson Mucha. The aim of the Mucha Foundation is to protect and preserve the family collection, which is the largest and most comprehensive collection of Alphonse Mucha's works worldwide, and to promote Alphonse Mucha's artistic heritage. Over the years the Mucha Foundation has held more than 50 exhibitions across the world, at which more than 6,500,000 visitors have become acquainted not only with the work of Alphonse Mucha but also with Czech culture. The Mucha Foundation is internationally recognized as an authority on the life and work of Alphonse Mucha. The chairman of the governing body of the Mucha Foundation is John Mucha.