

Advertisement card - József Walla's Mosaic and Cement Wares Factory

Archive / Collection of Designs and Drawings

Accession Nr.:	KRTF 688 
Artist/Maker:	Helbing, Ferenc (1870 - 1958) / designer
Date of production:	ca. 1902
Place of production:	Budapest
Inscription:	jobbra lent: HF
Materials:	paper
Techniques:	Indian ink
Dimensions:	height: 20,5 cm width: 15 cm

The Antique style drawing on the card recalls ancient Roman mosaic pictures. It depicts the head of Pallas Athena surrounded by laurel wreath, with leaved boughs on the two sides. The profile in the Greek helmet is similar to one of the ex libris pieces of Helbing, which was also published in the periodical Magyar Iparművészet (Hungarian Applied Arts), see Magyar Iparművészet Vol. 3.1900, p. 362. The figures of Greco-Roman mythology, especially Athena were favourite figures of early twentieth century art. They appear on several works-posters and paintings alike-designed by Klimt.

Literature

- Szerk.: Szilágyi András, Horányi Éva: *Szecesszió. A 20. század hajnala. (Az európai iparművészet korszakai.)*. Iparművészeti Múzeum, Budapest, 1996. - Nr. 9.284. (Horváth Hilda)

