

Coverpage - for the periodical Magyar Iparművészet (Hungarian Applied Arts) (1904/1. sz.)

Archive / Collection of Printed Design Sheets

Accession Nr.:	MLT 3600 
Artist/Maker:	Prenoszil, Sándor (1857 - 1935) / designer
Place of production:	Budapest
Inscription:	jobbra lent: PRENOSZIL S
Materials:	paper
Techniques:	press printed
Dimensions:	height: 31,5 cm width: 24 cm

Several cover pages were made by artists and teachers for the Magyar Iparművészet, the official periodical of the Hungarian Society for Applied Arts. Prenoszil, who won second prize in the certificate design competition organized by the National Association of Crafts in 1899, created a symbolic, figural composition: a lady, drawn with superficial lines, holding a watering can, looking after a blossoming, young tree, as the symbol of the developing Hungarian applied arts. This motif also appeared on an earlier periodical coverpage designed by Pál Horti, which won a competition award in 1897.

Literature

- Szerk.: Szilágyi András, Horányi Éva: *Szecesszió. A 20. század hajnala. (Az európai iparművészet korszakai.)*. Iparművészeti Múzeum, Budapest, 1996. - Nr. 9.296. (Horváth Hilda)

