Company mark - of the Wiener Werkstätte

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Accession Nr.:	MLT 1690.27.a
Artist/Maker:	Moser, Koloman (1868 - 1918) / graphic designer
Materials:	paper
Dimensions:	height: 4,2 cm width: 4,2 cm

The company mark of the Wiener Werkstätte is a strongly stylized, geometrical flower with a leaf, placed in a standing rectangle. It was introduced on the coverplate of the «Arbeitsprogramm» of the factory in 1905, with WW initials and the special signo of each designer and master. This stylized rose appears in a repetitive way on an endpaper and doubled on a fireplace ornament (see the auction hall of the WW, Neustiftgasse, 1904). Several variants were used between 1903 and 1932. The mark with the twined double W in a black and white contrast and the inscription with the typical letters appeared also on letters, wrapping papers, advertisements, receipts and posters.

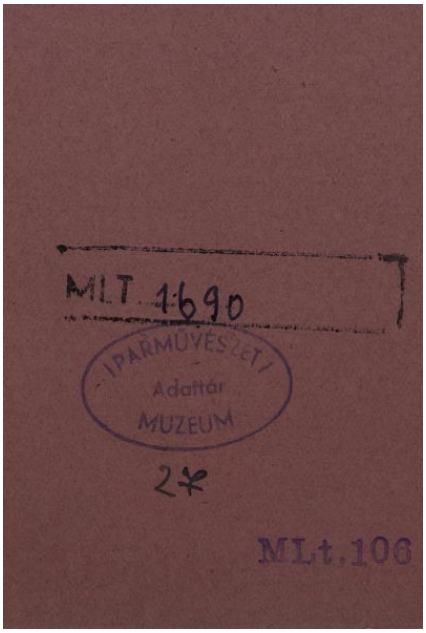
Literature

- Szerk.: Dózsa Katalin: *Az áttörés kora. I-II. Bécs és Budapest a historizmus és az avantgárd között (1873-1920).* Budapesti Történeti Múzeum, Budapest, 2004. - Nr. 5.6.26.
- Szerk.: Szilágyi András, Horányi Éva: *Szecesszió. A 20. század hajnala. (Az európai iparművészet korszakai.).* Iparművészeti Múzeum, Budapest, 1996. - Nr. 8.39. (Horváth Hilda)





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