Calendar - Hornyánszky Viktor Csász. és Kir. Udvari Könyvnyomdája, Budapest, 1901 [1900]

Library / Book Art Collection

Accession Nr.:	85.254.1
Artist/Maker:	Heyer, Arthur (Artúr) (1872 - 1931) / glass-engraver Honegger, Max (1860 - 1924 előtt) / glass-engraver
Place of production:	Budapest
Inscription:	Első táblán j. l. : M. H.
Materials:	paper
Dimensions:	height: 26,8 cm width: 10,5 cm thickness: 0,8 cm weight: 242,6 g

This finely designed elongated rectangular calendar was an advertising product for Viktor Hornyánszky's book printing company. This publication bound in colored, gilded, and embossed faux-leather cardboard with a purple background was designed by an unknown artist. On the cover, an allegory of time, a female figure in a red dress with a green cloak, stands on a base decorated with stars. The date of the calendar (1901) can be seen on a book held in her left hand, and the Latin inscription "Nunquam retrorsum" (Never backwards) referring to the inexorable advance of time can be seen on another book in her opposite hand. The words "Hornyánszky Viktor Csász. és Kir. Udvari Könyvnyomdája Budapest" (Viktor Hornyánszky Press of the Imperial and Royal Court, Budapest) can be seen arranged in five lines on the base. In the background at her feet, there is a band of clouds twisting around a globe and leading off into the distance as well as a few stars. The female figure and the globe are surrounded by a frame with stylized ornamentation, which continues on the back cover of the calendar as well. Above the woman's head is the word "NAPTÁR" (CALENDAR), and beside this is the year 1901, while the initials M. H. are seen below the base. The advertisement of the press is repeated on the back cover and the name Viktor Hornyánszky is placed inside the ornamental frame. The name of the press and the addresses of its offices are composed in a decorative manner on the title page. In addition to the calendar for the year 1901, the annual meeting schedule and competitions of the scientific and literary associations are also included, and the newer processes employed in book printing (halftone printing, lithography) are also presented.

Literature

- Bakos Katalin: Az új ízlés hírnökei. Folyóiratok a századfordulón *Az élet művészete. Szecessziós plakátművészet és tárgykultúra Magyarországon (1895-1914)*. Szépművészeti Múzeum - MNG, Budapest, 2025. - p. 49. Nr. 63.

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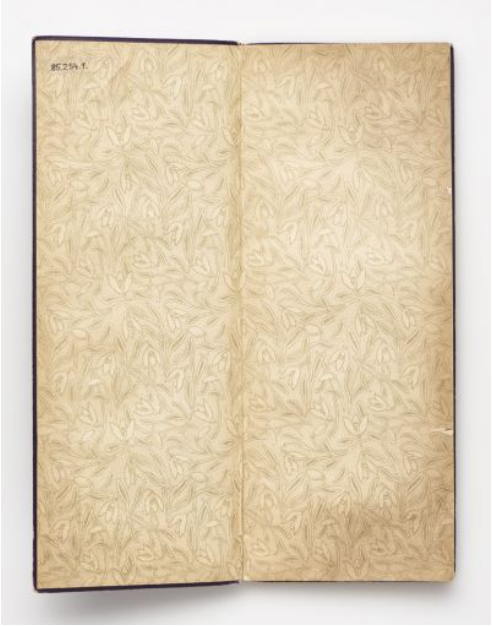



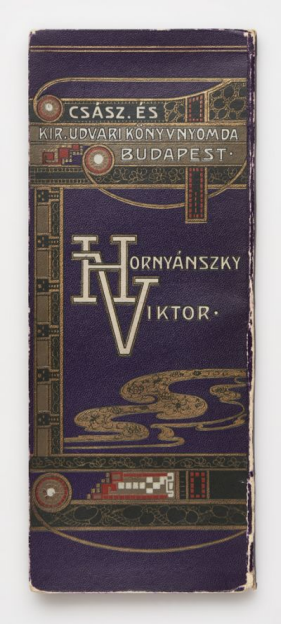

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