Design - for the periodical Hungarian Applied Arts

Archive / Collection of Designs and Drawings

Accession Nr.:	KRTF 45
Artist/Maker:	Prenoszil, Sándor (1857 - 1935) / painter
Date of production:	1913
Place of production:	Budapest
Inscription:	jobbra lent: Prenoszil S.
Materials:	paper
Techniques:	Indian ink
Dimensions:	height: 40 cm width: 31 cm

The aesthetic and practical considerations for typography are followed by the relationship between the text and the image on the cover page design by Sándor Prenoszil. The text section dominates the left-hand side of the page, while on the right-hand side we see a woman caring for a blossoming sapling. The title of the periodical can be seen at the top of the page, and below this on the left-hand side is the editor and other information, and the data on the publisher appears at the bottom of the cover page design. The artist used soft Art Nouveau lettering with fine lines for the cover page design, every letter is upper case and they are placed a bit far from one another. The modeling of the letter M and the double letter TT is worth noting. We see the main figure of the image in profile on the right-hand side of the page in a long, softly flowing skirt with a tight top and blouse with open arms. Her long, braided hair with bows reaches down to her knees and she has a stylized lily at the back of her neck. She is holding a watering can in her right hand and a branch of the sapling in her left, while she is raising her head a bit to sniff the scent of the flowers. The contrast of black and white is decorative, and the black lines and shading on the white background are aesthetically pleasing.



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