

# 1925 PARIS Arts Décoratifs Exhibition and its Influence on Design

An English visitor in 1925 records *'the magic of passing through the silver obelisk-like towers into a dream city... arisen overnight in the heart of Paris'*



Attracting over 15,000,000 visitors from all over the world, the international 1925 Paris Arts Décoratifs exhibition marked the culmination of an exciting style – the streamlined elegance of Art Deco – and its transmission to a new generation of artists and designers. The original concept, in planning since 1911, was intended to showcase France to the world and confirm the pre-eminence of Paris as the leader in highest quality luxury goods.

Using contemporary photographs and descriptions of the stunning pavilions and boutiques, this exciting visual tour will reconstruct the wide range of work and media on display, including Baccarat crystal, Cartier jewellery, Poiret couture, Ruhlmann furniture, Dunand lacquerwork, Brandt metalwork and the stylish French department store exhibits. The scale of the achievement is all the more extraordinary when remembering that all the structures and exhibits were temporary – for six months only in the heart of Paris – designed without demolishing a single building or tree.

What would it have been like to be there? Historical souvenirs from my personal collection, such as an original guidebook, entrance ticket and tourist postcards, will recreate the experience (and also save you the 55 acres foot slog of the 1925 visitor!) Was there one distinctive style or many? And how did the stylistic influences spread so rapidly?





