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# Alphonse Mucha

## Tomoko Sato

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- A comprehensive exploration of Alphonse Mucha's life, art, and creative vision
- Richly illustrated with masterpieces spanning different phases of his career
- Reveals Mucha as a pioneer of modern visual communication and branding
- Explores the evolution of the ideal of beauty from classical tradition to modernity
- Contextualizes Art Nouveau within the cultural and social transformations of its time
- Features insightful essays and thematic analyzes accessible to both scholars and general readers
- Highlights the enduring influence of Mucha's imagery on contemporary art, design, and fashion
- First published to accompany an exhibition held at Palazzo dei Diamanti in Ferrara from 22 March to 20 July 2025

This book dedicated to Alphonse Mucha celebrates the genius of the Art Nouveau master through a rich narrative journey that explores both his artistic production and his aesthetic vision. It presents Mucha as an innovator of visual language and the creator of an iconic feminine imagery that has transcended eras and cultures. Particular attention is given to a selection of works from different periods, illustrating the continuity of the ideal of beauty from the Classical and Renaissance traditions to the modern age. Through images, insights, and contextual analysis, the volume traces the evolution of this enduring aesthetic concept and its reinterpretation in Mucha's work. The book offers an immersive reading experience, enriched by visual materials and thematic sections that evoke the atmosphere of Mucha's time while highlighting the innovative power of his artistic language. A journey through art, myth, and visual communication, this volume reveals the lasting relevance and contemporary resonance of Mucha's imagination, reaffirming his place as one of the most influential artists of modernity.

**Tomoko Sato** studied History of Art and Architecture at the University of Reading, and Museology at the University of Manchester. Formerly Curator at the Barbican Art Gallery in London, she has been Curator of the Mucha Foundation since 2007. She has curated numerous exhibitions on Alphonse Mucha as well as on modern art, design, and photography.

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