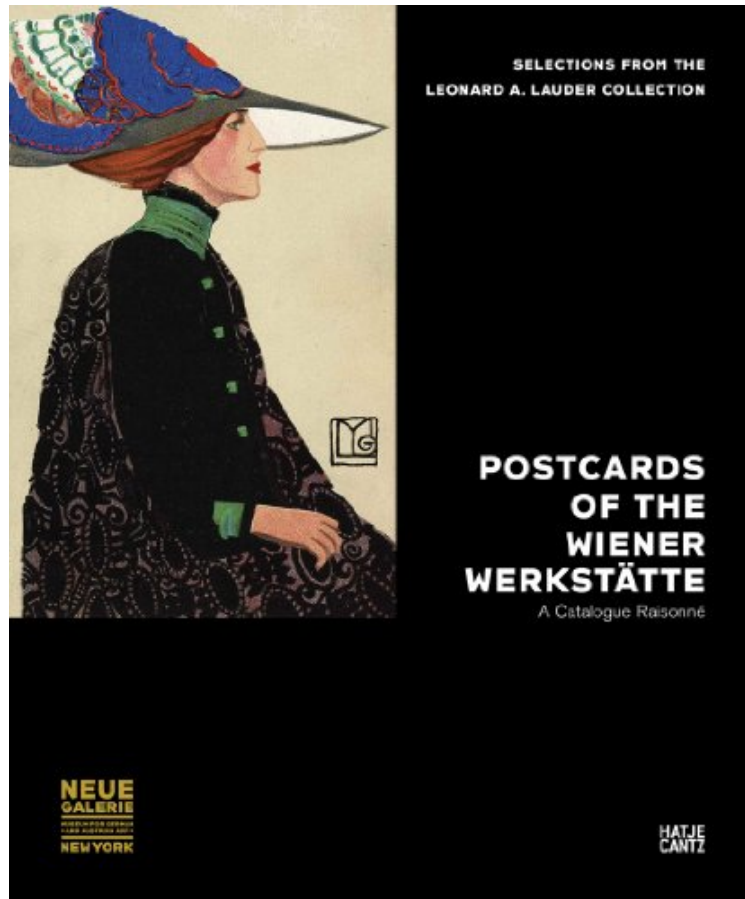


## Postcards of the Wiener Werkstätte: Selections from the Leonard A. Lauder Collection

*Detlef Hilmer, Elisabeth Schmuttermeier, Christian Witt-Doerring, Leonard Lauder*  
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**Detlef Hilmer, Elisabeth Schmuttermeier, Christian Witt-Doerring, Leonard Lauder : Postcards of the Wiener Werkstätte: Selections from the Leonard A. Lauder Collection** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Postcards of the Wiener Werkstätte: Selections from the Leonard A. Lauder Collection:

2 of 3 people found the following review helpful. Very Nice, But Not Excellent By Avi Ewer This is a wonderful presentation of a remarkable collection of the brilliant output of postal cards printed by the famed Wiener Werkstätte at the turn of the 20th Century. Visually and scholastically, the edition is stunning. The museum exhibition it accompanied was exquisite. In spite of the caliber of input that spawned this publication, it turns out to be very nice, but not excellent. My great complaint is that the reproductions of the artwork would have benefitted incalculably by further enlargement. There is much whitespace that serves to isolate the images, but even a slight loss of detail in these graphics because of that design is telling. 2 of 2 people found the following review helpful. Mesmerizing Journey into the World of the Wiener Werkstätte By Roberta Dayan Fortunate enough to visit the Neue Galerie in New York

frequently, I viewed the Postcards Exhibit and swooned over these abundant talented artists their works. Fascinating, that a small postcard can be as captivating as a larger piece of art. Attention to fine detail, striking color palettes, precise execution, prove that the artists of the Wiener Werkstatte were extraordinarily gifted. This accompanying book to the exhibit is a magnificent tribute to these fascinating postcards. Savor each postcard, compare contrast, take your time admiring each one's unique beauty. A fabulous book from beginning to end! 2 of 2 people found the following review helpful. Postcards of the Wiener Werkstatte By Frank I have long collected and created postcards, so was familiar with the work of this era. It is so nice to finally have a catalogue raisonne. Congrats to all involved and I'm sure others will swoon over the volume.

Founded in 1903 by architect Josef Hoffmann and designer Koloman Moser, the Wiener Werkstätte, or Vienna Workshops, gathered architects, artists and designers committed to making design excellence available to all. As a form, the postcard presented a perfect medium for the transmission of these ideals, and so it was that in 1907 the Werkstätte began publishing a series of numbered postcards commemorating holidays, depicting new fashions and documenting the sights of Vienna. All of the major designers who worked for the Wiener Werkstätte--including Josef Hoffmann, Oskar Kokoschka, Egon Schiele, Dagobert Peche, Moriz Jung, Rudolf Kalvach, Mela Koehler and Maria Likarz--contributed to this project, and consequently these postcards constitute an important genre within Wiener Werkstätte production. This fully illustrated volume, published for the Neue Galerie's Fall 2010 exhibition of Wiener Werkstätte postcards (drawn from the Leonard A. Lauder Collection), is the first catalogue raisonné in English devoted to this fascinating, hitherto little-known genre.

...readers will appreciate the book's index, endnotes, and short bibliography, along with a welcome section devoted to artists' biographies. An intensely engaging and beautifully produced volume. (W.S. Rodner Tidewater Choice 2011-08-01)