



horta
MUSEUM



All over

A dazzling display of patterns (1910 – 1945)

EXHIBITION

15 May – 17 August 2025

Opening: 14 May 2025

This exhibition forms part of Art Déco@home, which brings together the Van Buuren Museum, the Boghossian Foundation, the Maison Autrique and the Art Deco Society in the context of this programme.

Art Deco 2025 is managed jointly by urban.brussels and visit.brussels, in partnership with the non-profit organisation Patrimoine & Culture.



All Over : The amazing history of patterns and decor between 1910 and 1940

CONCEPT

Patterns and colours in Europe underwent a transformation during the years between 1910 and 1945. These changes reflected the radical aesthetic, social and historical developments occurring at that time. This exhibition highlights the diversity of the creations dating from this period, with a focus on one main theme – pattern.

HOW?

Those interested in the style of the interwar years often have to experience it through black and white photographs and films or faded textiles. Yet carpets, wallpaper and upholstery play a prominent role in any interior, showcasing colour ranges, contrasts, lines and so on. The exhibition is therefore based on those three supports: wallpaper, carpets and furnishing fabrics.

WHO?

This diversity will be illustrated through creations by Belgian and European artists:

1. Female
2. Anonymous
3. Well-know

One final instant of joy..

The interwar period also marked one final golden age of ornamentation, as patterns flourished in a burst of unprecedented creative diversity. Some reflect the Art Deco movement with their luxuriance, while others, more classical in appearance, follow the 19th century stylistic tradition; there are further examples that display a hitherto unparalleled austerity, often categorised as part of the modernist family of styles. However, these various movements are given a low-key role in this exhibition; here, diversity and richness of form take precedence over labels, showcasing the dazzling creativity of this period.



Style for all

The exhibition is also intended to show how these interior decors were experienced by the majority of the population – how did a fashion or a style reach into every level of society, and how did it manifest itself in less affluent homes? Department stores and the cinema played a major role in this respect.

This aspect will be illustrated by a remarkable set of soft furnishing designs from the Van Hoe collection. These previously unseen creations were designed by anonymous artists and have never before been on public display. They are representative of high quality but more accessible Art Deco works.



Style for a select few

In addition to creations intended for more modest incomes, certain notable interior designers produced bespoke ensembles. These precursors of interior architects designed entire living spaces for the wealthiest clients.



Statuts of the designers, Europe and Belgium

Anonymous... Many designers of ornaments and motifs have fallen into oblivion. This is demonstrated by the designs for textiles in the Van Hoe collection, which illustrate the creative wealth of the period and, whose creators have perhaps been forgotten forever.

Plastic artists turned to the creation of applied arts (painted papers) to adapt their art to a wider audience and offer a more toned-down and commercial version of their personal approach.

Featured artist: Victor Servranckx

Other artists specialise in what they call 'ensemblers'. Like interior architects, their role was to harmonise and create complete decorative ensembles. Some were aimed at an elite clientele, while others marketed their creations in Parisian or Brussels-based department stores. Two pairs of designers will illustrate this contribution.

Couples of artists presented:

- Eileen Gray and Evelyn Wyld
- Sylvie Feron and René Baucher

Finally, there are the rarer designers who specialise entirely in a single artistic discipline for which they are recognised and sought after. The most obvious example is H el ene Henry.

Artist featured: H el ene Henry

Content

SECTION 1. SPREADING INNOVATION

The fresh approach to aesthetic forms that emerged in the mid-1920s will be introduced and analysed. There will be a screening of extracts from the film « L'Inhumaine » and a display of publicity brochures for the major Brussels department stores.

SECTION 2. THE PATTERN ARTISTS

This section opens with a large display comprising 38 design projects for velvet as an upholstery fabric (sketches, scale drawings and designs on squared paper) ; all are unsigned and show the varied range of motifs, colours and ornamental elements to be found at that time. They also show how the fashion influenced middle class interiors, independently of the « great names » linked to this period.

The next display (in complete contrast) features creations by well-known artists – with wallpaper designs by Victor Servranckx. These illustrate another aspect of this trend.

Lastly, there will be a display of high-end creations by female precursors of Art Deco, in the form of carpet designs and finished carpets produced by women artists, both Belgian and foreign.

SECTION 3. MODERNISM

Another form of artistic creation will be presented through Hélène Henry's work with textiles. This is the modernist approach, where patterns were discarded in favour of an interplay between textures, techniques, colours and tones. In a more pared-down space, visitors can immerse themselves in the contemplation of her refined and captivating designs.

Art Deco at home

As part of the Art Deco Year in Brussels, four house-museums and an association are joining forces to offer a programme of exhibitions, events, lectures and activities unique to Brussels during the year 2025, which is dedicated to Art Deco.

Four house-museums have come together to present a joint cultural and events programme. There is a simple central theme here: « living spaces » (the domestic aspect) and a shared Art Deco heritage (a feature of the contents). As noted, this dual dimension is fundamental to the project, and this programme has been constructed on the basis of that central theme.

In order to connect these four locations to each other and to the city, the Brussels Art Deco Society will be organising guided tours, city walks, events, lectures, late-night openings, etc.



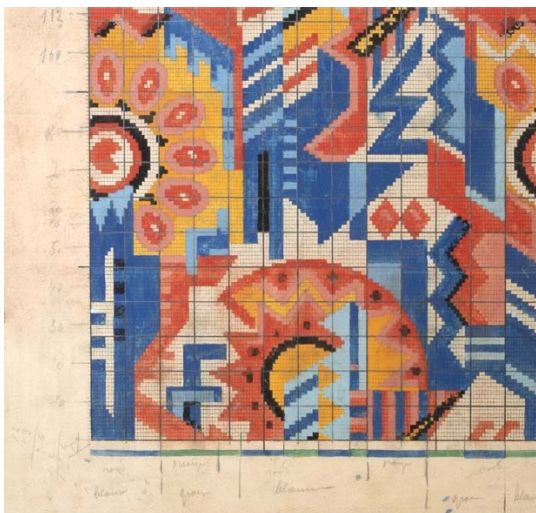
Upcoming events

14 MAY : CELEBRATORY PREVIEW OPEN TO ALL

- Exhibition of interwar period vehicles from the D'leteren collection in the street in front of the Museum.
- Jazz concert
- Exhibition opening
- A series of activities and entertainments

EVENTS AND VISITES ON MEASURE

- A programme of visits by external specialists is currently being prepared
- Don't hesitate to book a guided tour
- Art Déco week : From 12 to 19 May, the members of Art Déco at home will be offering a different event each evening.
- 2025: every month, a conference is organised by one of ArtDeco@home's partners on themes related to Art Deco.



Partners



Lenders

The Van Hoe Collection, Kortrijk
G.V Collection with the courtesy of Schiller Art Gallery
Michel Giraud
RIBA Collections, London
Design Museum Brussels
Archives of the City of Brussels
And several private collectors.

Colophon

President of the asbl Musée Horta: Charles Picqué

Managing Director: Pierre Dejemeppe

Exhibition curator: Benjamin Zurstrassen

Coordination: Stéphanie De Blicq and Aurélie Ranalli

Collections management: Stéphanie De Blicq and Mathilde Boucher

Scenography: Aurélie Ranalli

Editing and production

Graphic design: Dutchscot and Nicolas Rouyer

Educational content: Aurélien Jacob

Production: The exhibition was made possible with the help of the members of the Horta Museum team, including Elisabeth Horth, Karen Colpaert, Tom Packet.

Photographs: Thomas Lancz and Antoine Grenez

Insurance: Eeckmann Art & Insurance

Press communication: Caracascom

Online communication: The Goodcom

Craftsmen: Camaieu, Diana Kollia

Acknowledgements: Jonathan Mangelinckx, Cécile Dubois, Sandrine Smets, Thibaut Wolvesperges, Benoit Contzen, Sandrine Smet, Jan De Paepe, Marc Van Hoe, Van Neder weverij, Christopher Wilk, Yves Hanosset, Jacques de Neuville, Francis Carpentier, Gratiene Duboi

PRACTICAL INFORMATION

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OPENING TIMES

2pm to 5.30pm Tuesday to Friday inclusive

11am to 5.30pm Saturdays and Sundays

Last admission, 4.45pm

Online bookings only

Mornings are reserved for group visits

CLOSED

Mondays, 21 July and 15 August

FEES

The exhibition is free ; a fee is charged for the museum visit.

Contacts

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The Museum is supported by the Municipality of Saint-Gilles, the Wallonia-Brussels Federation and Urban Brussels.

St Gilles Gillis

