

ART DECO BUDAPEST Symposium

The influence of Art Deco in Central Europe

International symposium in Budapest

Organizer: Hudec Cultural Foundation Budapest

Concept

The aim of the program is popularizing the rich Art Deco heritage of Budapest and organizing a preparatory meeting in cooperation with International Coalition of Art Deco Societies (ICADS) in order to establish a Central European network for a possible World Congress on Art Deco in Europe.

Background

The Hudec Cultural Foundation was invited to participate the ICADS organized World Congress on Art Deco in Shanghai, in 2015. Virág Csejdy, curator of the non-profit organization represented Hungary and gave a lecture on László Hudec's architecture in Shanghai. During the events ICADS representatives expressed their wish to support the establishment of new Art Deco interest groups on all the major continents – world regions – including Europe. The Budapest symposium aims to offer a Central European perspective.

Program

During the 3-day symposium there will be presentations of ICADS board members about their experiences and success as a world-wide contribution. The involved Hungarian experts give lectures about the region's interior design, graphic design and architectural heritage influenced by the international Art Deco style. The public lectures and architectural walking tours will be accompanied by a preparatory meeting for the organization representatives where the possible conditions of a future Congress/Conference involving the linked countries will be discussed.

Symposium program

10-12 of January, 2017

Day 1

10th of January, Tuesday

location: House of Hungarian Art Nouveau, 1054 Budapest, Honvéd utca 3.

15:00 welcoming the honorary guests:

Mr Joseph Loundy (ICADS, CADS)

Mr Patrick Cranley (ICADS, Historic Shanghai)

Mr Pascal Yves Laurent (ICADS, Paris Art Deco Society)

Ms Tina Kanagaratnam (Historic Shanghai)

15:15 architectural walking tour in the 5th district by *Mr András Török*

16:00 opening of the Symposium, welcoming the guests

16:10 ICADS introduction by *Mr Joseph Loundy*

16:30 lecture by *Mr Zoltán Bolla*: Budapest Art Deco – the Art Deco book and what is behind

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17:30 lecture by *Ms Júlia Csejdy PhD*: Hudec and his Hungarian contemporaries

17:50 lecture by *Ms Anikó Katona*: Art Deco Poster Art in Hungary

18:15 presentation by *Mr Patrick Cranley*, organizer of the World Congress on Art Deco in Shanghai in 2015

18:35 open discussion, questions for the lecturers

19:00 end of the program

Lectures are in English

About the House of Hungarian Art Nouveau:

Bedő House, built in 1903. Architect Emil Vidor. Today a museum and café, and a dwelling-house: House of Hungarian Art Nouveau - A Magyar Szecesszó Háza. The Bedő House was built only six years after the Belgian Victor Horta made his first fully Art Nouveau house, and in the same time with the Scottish architect, Mackintosh's famous arts house. The decorative elements used on the façade are from the famous Hungarian Zsolnay factory.

[Registration HERE](#)

Day 2

11th of January, Wednesday

location: Atrium Theatre, 1024 Budapest, Margit körút 55.

15:00 architectural walking tour in the 2nd district by *Mr Zoltán Bolla*

16:30 visit of the Atrium House – designed by Hungarian architect Lajos Kozma in 1936

17:00 a hot drink at the Theatre coffee

Lectures are in English

About Atrium House:

It was designed by Lajos Kozma. The construction lasted two years. The Atrium Cinema is one of his masterpiece not only for its size, but also for his moderntoned The steel-frame building was realized using the most developed technologies of the era. Kozma designed this building with all of his expertise. He designed not only the house, but all of the interiors, the doors, windows, lighting, furniture and textiles. Every element Kozma designed is meant to be thought of as part of the larger artistic idea of the house. design manner. It became a famous example of the European architecture between the wars.

[Registration HERE](#)

Day 3

12th of January, Thursday

location: Museum of Applied Arts, 1091 Budapest, Üllői út 33-37

program for organizations

10:00 welcoming by the Museum of Applied Arts

10:15 preparatory meeting aiming to establish an ART DECO NETWORK in Central Europe -
presentation by *Ms Virág Csejdy*, Hudec Cultural Foundation

10:35 moderated discussion about common interest and goals

12:30 lunch break

14:00 visiting the Museum building

public program

16:00 welcoming of the Symposium guests

16:10 lecture by *Ms Éva Horányi*: Tube Furnitures - symbols of the modern life

16:40 presentation by *Mr Pascal Yves Laurent*

17:00 "Breuer - at Home Again"- a guided tour of the temporary exhibition by the curators : *Mr Pál Ritoók, Mr Tamás Dévényi, Ms Éva Horányi*

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18:00 lecture by *Ms Katalin Marótzky PhD*: Art Deco in Budapest -Styles and Education

18:20 lecture by *Mr Dániel Kovács*: World Language with Accent - Art Deco in Central Europe

18:40 open discussion, questions for the lecturers

19:00 closing of the Symposium

Lectures are in English

About 'Breuer Home again' exhibition:

In the fall of 2016, the Muesum of Applied Arts was enriched with an extraordinary work of art thanks to the Hungarian National Bank's Asset Depository Program. The large granite table was made on the basis of designs by the world famous Hungarian-born furniture designer and Architect Marcel Breuer for his own office in New York. The goal of this collection is not just to bring together the notable results of European and Hungarian design, but also to show works that were created by Hungarian-born artists who came to prominence abroad.

[Registration HERE](#)

1. Honorary Guests

Joseph Loundy, President of the Chicago Art Deco Society (CADS), President of the International Coalition of Art Deco Societies (ICADS)

Joe was trained as a social worker and has a master's degree from the University of Chicago, School of Social Service Administration. Over the years, Joe has developed a specialization in the management of non-profit organizations run primarily by volunteers. Joe became President of CADS in 2007 at a time when it was close to dissolution. Under his leadership it has grown to be one of the most active and well-regarded members of the Art Deco Community. Education and Preservation are the essential elements of the CADS mission.

The International Coalition of Art Deco Societies (ICADS) has existed since 1992 as a loosely organized network of independent Art Deco Societies around the world. Joe supported the reorganization of ICADS to make it a more effective and efficient organization.

Pascal Laurent, President of the Paris Art Deco Society (APADS)

Pascal Laurent was trained as an architect and has a master degree in History. As an educator he focused on architecture about Chicago and Ancient Rome and taught for the last decades in the Ecole Nationale Supérieure d'architecture de Paris Malaquais. In 2014 he established the Art Deco Society in Paris and organised several events and programs to popularize the rich cultural heritage of the city since then.

Patrick Cranley co-founded Historic Shanghai in 1998 with the objective of raising awareness of the importance of the city's unique architectural and cultural heritage. Since Shanghai boasts what is believed to be the largest collection of Art Deco buildings in the world, Historic Shanghai joined the International Coalition of Art Deco Societies in 2011 and hosted the 13th World Congress on Art Deco.

His writing credits include chapters on Shanghai architecture and culture in Shanghai based and international magazines as well (Shanghai Walks, The Who's Who, Where's What of Old Shanghai) He has appeared as an expert commentator on China Central Television, Shanghai TV, the BBC, CNN and several TV documentaries on topics in Shanghai history. He is a former chairman of the American Chamber of Commerce in Shanghai and a member of the National Council on US-China Relations.

Singaporean **Tina Kanagaratnam** moved to Shanghai in 1997, and has lived and written about this dynamic city ever since. She is a widely published journalist and the author of several guidebooks to Shanghai, including Insight Guide Shanghai and Walking Guide to Shanghai's Historic Architecture. Kanagaratnam is a co-founder of Historic Shanghai and edits the group's two websites: www.historic-shanghai.com and www.shanghaiartdeco.net. A graduate of American University's School of International Service and Columbia University's School of International and Public Affairs, she is CEO of public relations agency AsiaMedia.

2. Lecturers

Zoltán BOLLA

Zoltán Bolla is a graphic designer and devoted architecture fan who has grown his photo collection of Art Deco buildings for 6 years. His crop was presented in his book entitled "Hungarian Art Deco", published in 2016. Art Deco wasn't nearly as popular an architectural style as Art Nouveau previously. But after more than six studios years and 20,000 kilometres, amateur Art Deco enthusiast Zoltán has gathered the works of 88 Hungarian architects and put together a voluminous book, featuring a thousand pictures of 400 buildings, the crème of Hungarian Art Deco architecture.

Júlia CSEJDY

Júlia Csejdy received MA degrees in History, Art History and English Language at the Eötvös Loránd University of Sciences, Budapest. She wrote her PhD thesis about sculptor Tamás Vígh (1926-2010). She has been working for the National Office for Cultural Heritage (today Forster Centre) as a researcher of historic buildings and sculpture. She is co-author of the book on László Hudec published in Hungarian and in English and curator of the Hudec Cultural Foundation, Budapest.

Éva HORÁNYI

Éva Horányi is historian and curator of the 'Breuer Home Again' exhibition. She obtained her diploma at the Faculty of Humanities of Eötvös Loránd University. Since 1994, she has been a curator at the Furniture Collection of the Museum of Applied Arts in Budapest. Between 2006 and 2014, she worked there as the head of collection. Her main fields of research are 19th and 20th century architecture and design with a special focus on Art Deco and Modernist interior design in the interwar period. She published numerous articles in this topic and she also curated successful exhibitions authoring and editing the accompanying catalogues.

Anikó KATONA

Anikó Katona is an art historian, currently working as the curator of the poster collection at the Museum of Fine Arts-Hungarian National Gallery's Graphic Collection. Her research field is the history of Hungarian graphic design. She is currently finishing her PhD about the origins of political poster design in Hungary.

Dániel KOVÁCS

Dániel graduated as an art historian at the Eötvös Loránd University of Sciences in Budapest, with modern and contemporary architecture in focus. While working as a journalist, editor and chief-editor at Hungarian design magazine hg.hu, he also participated in several architecture-related events, conferences and exhibitions. Since 2010 he is a member of the Board of Curators of the Hungarian Contemporary Architecture Center (KÉK – Kortárs Építészeti Központ). His first book, *Art Nouveau Budapest* was published in 2012, and was followed by the bilingual *Art Deco Budapest* in 2014. Since 2015 he works at Collegium Hungaricum Berlin as Program Director.

Katalin MARÓTYZ

Katalin MARÓTYZ PhD is an architect, specialist engineer in preservation of monument, assistant professor at the Budapest University of Technology and Economics - Department for History of Architecture and of Monuments. Since 2012 she has been member of the Committee on Architecture, Hungarian Academy of Sciences. Her research fields in architecture-history are architectural competitions, specialized literature and the question of styles. She wrote her PhD thesis about Antal Wéber's architecture.

Between 2002-2007 she was co-organizer and supervisor of the international project and student

workshop „Heritage at Risk in Rural Europe” and „Urban Renewal and Cultural Heritage Preservation”(Budapest, Oulu, Dublin, Firenze), participant of the "Hudec-Week" in Shanghai in 2013.

András TÖRÖK

András Török (1954) is an author, lecturer, a long-time observer of the Budapest urban scene. His *Budapest: A Critical Guide* was first published in 1989, it was re-written a dozen times. His latest book: *The Remarkable Hungarian Parliament Building*. He is the publisher and columnist of the monthly, "Budapest" and the manager of the free online archive fortepan.hu, one that shares pre-1990 photographs, predominantly of Hungary and Europe under the public domain.

3. Hungarian partners

Hudec Cultural Foundation

The non-profit organization based in Budapest is the founder and organiser of the Symposium program.

Activities focus on organizing cultural and educational events based on the life and works of László Hudec, known as L. E. Hudec. He was a Central European architect who fled the vicissitudes of Europe in the early 20th century, taking with him the style and knowledge of European building design and construction. His work – spanning nearly 30 years of Shanghai’s economic and cultural ‘glory days – includes Park Hotel, the first skyscraper in Asia. Hudec Cultural Foundation is the successor of the Hudec Heritage Project and it was established in 2013 in Budapest.

www.hudecproject.com/en

Museum of Applied Arts

Founded in 1872, the Museum of Applied Arts in Budapest is one of the oldest such institutions in the world, and still today a prime Hungarian institution in the questions of design and arts&crafts. It’s building, designed by architect Ödön Lechner and inaugurated by Franz Joseph in 1896, is an internationally known jewel of Hungarian Art Nouveau architecture. The institution houses a 100.000+ collection, with some world-reknown units, e.g. the Turkish-Ottoman carpet collection or the Art Nouveau glass and ceramics section. The latest general exhibition on Hungarian Art Deco interior and furniture design took place in 2012, and was based on the museums own rich collection. They host Day Three of the Symposium.

www.imm.hu/en/

FAF - Falk Art Forum

Falk Art Forum was established in September 2006. The *Falk Miksa Street Festival*, which is FAF’s main activity, was designed from the outset to open up the somewhat aristocratic world of art trade to a wider audience. This popular and free festival, gaining extraordinary popularity over time, was held 15 times. Grown into one of the most prestigious art events of Budapest, FAF that

covers nearly 50 nearby galleries offering interesting high quality exhibitions, presentations, educational lectures and auctions, attracts thousands of visitors to the street of art dealers.

www.falkart.hu

Summa Artium

It was established at the end of 2003, with the aim of boosting sponsorship and support for the arts from the corporate and private sector, and to promote the cause of arts and business partnerships and private support for the arts in general.

The main aim is to help culture and the arts by the creation of mutually beneficial arts and business partnerships. Their office is in Bedő House (1054 Budapest, Honvéd u. 3.) they host Day One of the Symposium.

<http://www.summa-artium.hu/content/index.php/29>

Atrium Theatre

The long-established Átrium Film & Theatre (Átrium Film-Színház) near Margaret Bridge received a complete blood transfusion, which resulted in a revamped interior and revented concept. The former Május 1. Cinema is now the scene of international cooperations that blend different branches of the performing arts (e.g. theatre, film, dance, and music), thereby creating unique productions. The harmonic blend of the elements of film, modern visual culture, contemporary dance and theatre (the latter also in English) constitute the foot stone of the Átrium image, but the events here often include classical and light music concerts, parties and weekend kids' programmes. The Átrium makes good use of its pleasant, spacious foyer, too. In addition to the ticket office, you will find a café here. They host Day Two of the Symposium.

<http://atriumfilmszinhaz.hu/en>

KÉK - Contemporary Architecture Centre

KÉK is an independent architectural cultural centre operated by young Hungarian architects, artists and civilians. The centre aims to open new perspectives in architectural and urban thinking in Hungary through its fresh, provoking and focused programs, relevant also in international context. This organization is currently the only internationally acknowledged professional platform representing contemporary architecture in Hungary.

www.kek.org.hu/en

4. International partners

ICADS - International Coalition of Art Deco Societies

For many years the primary activity of ICADS has been the selection of sites for the World Congress on Art Deco – an event that was first held in Miami, Florida in 1991 and has been held every other year since. A secondary function has been to provide leaders of the various member societies an opportunity to meet and exchange ideas on matters relevant to managing their

societies. Over the years interest has grown within the ranks of ICADS for the organization to take a more pro-active role in supporting the issues of education and preservation as well as engaging in activities to promote the establishment of new Art Deco Societies. Therefore in January 2016, ICADS was officially incorporated in the USA. The first elected Board of ICADS took office with Joe Loundy of Chicago as President, Robin Grow of Melbourne Australia as Vice President, Roberta Nusim of New York City as Secretary and Neil Nevesny of San Francisco as Treasurer. Other general Board Members represent groups in Shanghai, China; Napier, New Zealand; Montreal, Canada; Havana, Cuba and Paris, France.

<http://www.icads.info/>

CADS - Chicago Art Deco Society

A community of members that celebrates the unique aesthetic of the Interwar Period including fine and decorative arts, architecture and fashion that defined the elegant Art Deco and Streamline Modern era. CADS was founded in 1982 as a non-profit organization with a mission of education, preservation and fellowship.

<http://www.chicagoartdecosociety.com/>

Historic Shanghai

Historic Shanghai was founded in 1998 by Tess Johnston, Patrick Cranley & Tina Kanagaratnam with the goal of raising awareness of Shanghai's built heritage and social and cultural history. The city's unique history—the flamboyant years of the Concession era, followed by the Communist victory which punished those associated with it—has meant that much of its history has been deliberately neglected or forgotten. Historic Shanghai's research and collection of books, directories, maps, interviews and photographs helps to piece together the story of this remarkable city.

<http://www.historic-shanghai.com/>

Paris Art Deco Society

The Paris Art Deco Society (APADS) wants to bring together all those interested in the arts and lifestyles of the inter-war period. It is a platform that federates specialists and amateurs so that they can exchange and learn. It aims to promote Paris Art Deco by giving it international visibility. It is part of the international network of Art Deco Societies, which has around 10,000 members worldwide. Its interests are varied: architecture and decoration, but also history, music, fashion, literature, painting, dance, cinema, means of transport, utopias, photography, gardens, comics—everything that reveals or evokes the variety of an era and the coherence of a style whose apogee is between 1925 and 1935.

<http://www.paris-artdeco.org/>