



WIENER CAFE: DER LITTERAT.

POSTCARDS OF THE

WIENER WERKSTÄTTE

SELECTIONS FROM THE
LEONARD A. LAUDER COLLECTION

• JUNE 26 – OCTOBER 12, 2015 •

The Wiener Werkstätte (or Vienna Workshops) was an association of artists and artisans founded in 1903 by designers Josef Hoffmann and Koloman Moser. Their goal was to provide high-quality objects for every aspect of daily life—from chairs to glassware to hats—thereby creating a “total work of art” (or, in German, *Gesamtkunstwerk*). This concept was shared by members of the Vienna Secession, a broader aesthetic group begun by Gustav Klimt and others in 1897, and is related to principles of the British Arts and Crafts movement, which aimed to recapture the craftsmanship found in preindustrialized society.

In 1907, the Wiener Werkstätte began producing a numbered series of postcards, a line that was immediately popular and would eventually include nearly a thousand designs. All the major artists associated with the workshop designed postcards, including Hoffmann, Oskar Kokoschka, Dagobert Peche, and Egon Schiele, as did lesser-known figures such as Moriz Jung, Mela Koehler, and Maria Likarz.

More than three hundred postcards were selected from the holdings of the esteemed American collector Leonard A. Lauder, who acquires deeply in multiple areas, including Cubist paintings, posters, and modern American art. He bought his first postcards at the age of eight, and eventually amassed nearly two hundred thousand, many of which are now in museum collections. “The Wiener Werkstätte postcards hold a special place in my heart,” Lauder writes, and he considers them the gold standard in postcard production.

These miniature treasures are contextualized by over seventy works from The Wolfsonian—Florida International University, a museum of modern art and design in Miami Beach. Together, they bring to life the rich world of turn-of-the-century Vienna, including its cabarets and coffeehouses, historic sites, and elegant fashions, as well as beloved children’s stories and holiday traditions.

The exhibition was organized by
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