

# Guide to the Marcel-Louis Bagniet Collection

GEN MSS 900



by Beinecke Staff

2012

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## Collection Overview

**REPOSITORY:** Beinecke Rare Book and Manuscript Library  
P. O. Box 208330  
New Haven, CT 06520-8330  
(203) 432-2977  
beinecke.library@yale.edu  
<http://beinecke.library.yale.edu/>

**CALL NUMBER:** GEN MSS 900

**CREATOR:** Bagniet, Marcel-Louis, 1896-1995

**TITLE:** Marcel-Louis Bagniet collection

**DATES:** 1922–1936

**PHYSICAL DESCRIPTION:** 0.33 linear feet (2 boxes)

**LANGUAGE:** In French and Dutch.

**SUMMARY:** The collection includes material designed by Bagniet including original drawings for advertisements and other ephemera, printed versions of advertisements and sheet music, posters and ephemera related to Bagniet's exhibitions, and a periodical featuring an article on his wife Akarova.

**ONLINE FINDING AID:** To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/beinecke.bagniet>

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## Requesting Instructions

To request items from this collection for use in the Beinecke Library reading room, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/beinecke.bagniet>.

To order reproductions from this collection, please send an email with the call number, box number(s), and folder number(s) to [beinecke.images@yale.edu](mailto:beinecke.images@yale.edu).

Key to the container abbreviations used in the PDF finding aid:

b.      box  
f.      folder

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## Administrative Information

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### Immediate Source of Acquisition

Purchased from Michael R. Weintraub, Inc., on the Edwin J. Beinecke Book Fund, 2011.

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### Conditions Governing Access

The materials are open for research.

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## Conditions Governing Use

The Marcel-Louis Baugniet Collection is the physical property of the Beinecke Rare Book and Manuscript Library, Yale University. Literary rights, including copyright, belong to the authors or their legal heirs and assigns. For further information, consult the appropriate curator.

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## Preferred Citation

Marcel-Louis Baugniet Collection. General Collection, Beinecke Rare Book and Manuscript Library, Yale University.

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## Processing Information

Information in this finding aid was repurposed from a dealer inventory; the collection was processed in October 2012.

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## Marcel-Louis Baugniet (1896-1995)

Marcel-Louis Baugniet was a Belgian painter, graphic artist, stage designer, and furniture designer. He was also one of the principal promoters of the Constructivist style and after his return from Paris in 1922, with the work of the French and Russian avant-garde fresh in his mind, he was determined to rouse Belgium from its artistic torpor and create a new utopian world of functional, elegant and rational form. When the Constructivists fell out of favor with the critics and the public he turned his attention to interiors and furniture design, and only at the end of his life were his earlier Constructivist paintings rediscovered, exhibited, and celebrated. His early career was heavily influenced by his companion and wife of six years, the avant-garde dancer Akarova (Marguerite Acarin). For her, he produced costumes and stage designs, and inspired by her he created his finest work of graphic art: the series of woodcuts entitled *Kaloprosopies*. One of his early projects on his return to Belgium was to reform the backward and undistinguished tradition of Belgian advertising and graphic arts. To that end, in 1922 he founded the advertising firm Fulgura, whose style was heavily influenced by contemporary Dutch and Russian posters with their bold and simple lines.

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## Scope and Contents

The collection includes material designed by Baugniet including original drawings for advertisements and other ephemera, printed versions of advertisements and sheet music, posters and ephemera related to Baugniet's exhibitions, and a periodical featuring an article on his wife Akarova.

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## Arrangement

Organized into three series: I. Graphic Designs, 1922-1930. II. Exhibition Ephemera, 1925-1929. III. Other Material, 1936.

## Collection Contents

### Series I: Graphic Designs, 1922-1930

#### 24 Folders

Contains original artwork and printed versions of designs by Baugniet.

Arranged alphabetically.

b. 2 (Oversize), f. 1	<i>Arlita. Chanson Lumineuse</i> , by J. A. Van de Vyver (Bruxelles: 1925?) Sheet music from the period when Baugniet was developing designs for Phillips. The song is dedicated to the Phillips electric lamp, and the woman on the cover is a stylized vision of Akarova	1925
b. 2 (Oversize), f. 2	<i>Art et Industrie</i> , no.1; gouache and ink on paper Design for cover	1926
b. 1, f. 3	Ateliers Fulgura envelopes; printed version Stationery for Baugniet's design studio.	circa 1922
b. 1, f. 4	Centre d'Information de la Couleur en Belgique; gouache, ink, and graphite on paper, annotated in ballpoint pen	undated
b. 1, f. 5	Électrolux S. A. advertisement; printed version Advertising postcard for Lux vacuum cleaners, by Publicité Fulgura	undated
b. 1, f. 6	L'Escrime. 20 images de Marcel Baugniet; printed version. Small format advertisement for a book of images by Baugniet, who was an avid fencer.	undated
b. 1, f. 7	Fortiter ephemera; printed versions Business card, small advertisement, and stationery for Fortiter, a manufacturer of modern embroideries and an interior design firm	undated
b. 1, f. 8	La Galerie de "Spectacles," Bruxelles, du 26 Septembre au 10 Octobre 1925; printed version, 8 p. Cover typography by Baugniet. A rare catalogue of an exhibition of Belgian stage design held from September 26 to October 10, 1925, that was incorporated into Frederick Kiesler's International Theater exhibition of 1926.	1925
b. 1, f. 9	Gem Polisch; gouache on paper Advertisement for automobile polish made in Belgium	undated
b. 1, f. 10	Giso brochure and trade catalogue no. 26; printed versions Advertising for light fixture manufacturer	1930, undated
b. 1, f. 11	L'Interieur Moderne advertising card; printed version Advertisement for the design company created by Baugniet and Ewald van Tonderen in 1927. Verso features a photograph of a domestic bar designed by Baugniet.	circa 1929

b. 1, f. 12	Jam hosiery advertisements; gouache and ink on paper, with two printed versions of each design Advertisements for "Le Bas Jam" stockings for women and "La Chausette Jam" socks for men, both the dream of elegance	undated
b. 1, f. 13	Maryse Couture Fourrures; ink on paper, with printed version Advertisement for a Brussels furrier	undated
b. 1, f. 14	Premier cleaner électrique advertisement; printed version Advertising card for vacuum cleaners, by Publicité Fulgura	undated
b. 1, f. 15	Quelques Mises au Point de l'Art Contemporain; printed broadside A manifesto by Baugniet and Ewald van Tonderen listing eight truths including: the useful is beautiful; form follows function; and we celebrate the beauty of the machine.	1927 Aug
b. 1, f. 16	Speedford BB Motors advertising card; printed version	undated
b. 1, f. 17	Theatre de l'Equipe Ste. Coop.; gouache, ink, and graphite on card	undated
b. 1, f. 18	Theatre de Marais, soiree de gala; gouache, ink, and graphite on paper Cover of a program featuring a performance by Akarova in 1926.	1926
b. 2 (Oversize), f. 19	<i>Trois Quatrains pour ma Mie</i> , by René Bernier (Bruxelles: Fernand Lauweryns Editeur, 1927) Sheet music with Constructivist cover by Baugniet.	1927
b. 2 (Oversize), f. 20	Weiler Biscuits et Desserts, Bruxelles, advertisement; printed version	undated
b. 1, f. 21	Untitled illustration of child with pull-toy in garden; printed version	undated

**Series II: Exhibition Ephemera, 1925-1929***3 Folders*

The series contains two posters and one exhibition catalogue documenting exhibits of Bagniet's work.

Arranged chronologically.

b. 2 (Oversize), f. 22	La Lanterne Sourde Presente des Peintres Constructeurs. M. L. Bagniet, P. Flouquet, J. J. Gaillard, Jasinska, V. Servranckx, Xhrouet. Du 14 au 29 Novembre. (Bruxelles: Cabinet Maldoror, 1925)  Poster for an exhibition of the Belgian Constructivists organized by Pierre Bourgeois.	1925
b. 2 (Oversize), f. 23	L'Exposition M.L. Bagniet, Palais des Beaux Arts. Bruxelles 9-20 Fevrier  Poster for Bagniet's first solo exhibition.	1929
b. 1, f. 24	Exposition M L Bagniet. Palais des Beaux-Arts Bruxelles du 9 au Fév. 1929; 4 p.  With Constructivist cover designed by Bagniet, one reproduction, and a list of 22 paintings.	1929

## Series III: Other Material, 1936

The series contains one periodical.

b. 2 (Oversize), f. *Les Femmes dans L'Action Mondiale*, 4 Mars 1936

1936

25

Magazine with a cover photograph of Akarova and an article by C. Godefroid  
entitled "Akarova et son Art."

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## **Selected Search Terms**

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

### **Subjects**

Constructivism (Art) -- Belgium  
Constructivism (Art) -- Belgium -- Exhibitions  
Design drawings -- Belgium  
Graphic artists -- Belgium  
Graphic arts -- Belgium  
Painting, Belgian -- 20th Century -- Exhibitions  
Songs with piano

### **Geographic Names**

Belgium -- Graphic arts -- 20th Century

### **Genres / Formats**

Advertisements -- Belgium -- 20th Century  
Ephemera (general object genre) -- Belgium --  
20th Century  
Posters -- Belgium -- 20th Century

### **Occupations**

Graphic artists -- Belgium -- 20th Century

### **Names**

Akarova, 1904-  
Bagniet, Marcel-Louis, 1896-1995