

# Grosvenor Gallery

## Press Release

### Erté: A Celebration

15-30 November 2017

Grosvenor Gallery, 35 Bury Street, London SW1Y 6AY

*'He had neither equal nor rival; he was, and remains, unique'*

- art critic Brian Sewell on Erté

This November, a collection of more than 100 original gouaches by the Russian-born French artist known by his pseudonym **Erté** (Romain de Tiroff, 1892-1990) goes on show at London's Grosvenor Gallery. A figurehead of Art Deco, Erté was one of the 20th century's most influential designers in the worlds of fashion, theatre and film. This exhibition, shown to critical acclaim last year at the Hermitage Museum in St Petersburg, celebrates the 125th anniversary of the artist's birth. The works originate from the private collection of Eric and Salome Estorick, who founded the Grosvenor Gallery in 1960.

Erté is perhaps best known for his elegant fashion designs and for producing magazine covers, including over 250 for *Harper's Bazaar*, three examples of which were beamed onto the Empire State Building in New York earlier this year in celebration of the publication's 150<sup>th</sup> anniversary. His prolific output also included designs for the Folies-Bergère and operetta, silent films and grand opera.

The Estoricks began their association with Erté as art dealers some 50 years ago and the partnership lasted until the artist's death in 1990. In 1967, the couple gave Erté his first solo exhibition in New York where the entire collection of works was purchased by The Metropolitan Museum of Art. Later that same year Erté held an exhibition in London, the centrepiece of which was his Alphabet suite - all 26 letters reproduced in delicate human form. The show was a sensation, leading one art critic

to remark, "If Michelangelo came back to earth, he wouldn't have had more publicity."

### **Notes to Editors**

### **Listings Information**

Grosvenor Gallery 35 Bury Street, St. James's  
London SW1Y 6AY

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### **Opening Hours**

Monday - Friday 9.30am-6pm, Saturday & Sunday Closed

Free entry

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