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Artika celebrates fifteen years with the launch of the most personal work on Toulouse-Lautrec, “El Teatro”

[Artika](#) celebrates its fifteenth anniversary with the launch of its great work, [El Teatro](#), an intimate artist book which captures the nightlife of one of the art world’s most revolutionary post-Impressionist painters, Henri de Toulouse-Lautrec.

In 2003, [Artika](#) began to express its commitment to art with the publication of a luxury edition of a work about Dalí. Since then, it has dedicated its works to the greatest masters in the history of art, with books on Plensa, Picasso, Van Gogh, Barceló, Sorolla, Antonio López, Miró, Chillida, Tàpies, Saura, Goya and Rembrandt, forming a unique collection which already includes more than 20 works.

The publisher stands out due to its constant pursuit of innovation, excellence and artisanal production carried out by the best professionals in each trade. Its publications are valuable works of art, prized collectable pieces. The singularity of the works is due to the fact that each piece is handmade, with top-quality materials and a unique design, and is the result of an exhaustive investigative involving the artists, family members, experts and critics in the sector.



The latest work from Artika, El Teatro. Toulouse-Lautrec, perhaps the most wonderful book on Paris’ Belle Époque

[El Teatro](#) is presented as the publishing jewel of Artika’s 15th anniversary, a limited edition with just 2,998 volumes. It reflects the most personal part of Toulouse-Lautrec who, without any doubt, was the artist who best portrayed the bohemian essence of the artistic neighbourhood of Montmartre.

A homage which depicts his great passion in a unique way: painting the spectacle of Parisian nights at the end of the 19th century, in theatres, cafés, dance halls, cabarets and brothels. A quick trace and a completely subjective point of view characterize the small drawings with which the painter captured the essence of every instant.

This great work is composed of a case and three books which pay tribute to the theatre and take us to the Parisian stages of the time. Thanks to its composition in the form of a stage, the work allows us

to enjoy infinite combinations between the volumes and the sheets.

A case in the shape of a theatre

The work is presented in a case lined with red fabric, which represents theatre curtains, and with a detail from the drawing "The Box with the Gilded Mask" on the cover.

The case opens in the shape of a theatre and presents the three elements of the work: the Art Book, the Study Book and the Montmartre Book.

Art Book, drawings of 30 unique moments

The drawings depict what happened in the theatres: they show the spectacle that was celebrated in the boxes, in the seating area and behind the scenes. Through his great skill and imagination, Lautrec captured the personalities of the actors and actresses who starred on the stage. It is the first time that a book with these characteristics reflects such an intimate part of the author.

A collection of 30 lithographs chosen by experts from the Toulouse-Lautrec Museum, with which Artika worked closely in order to create this extraordinary work.

Each sheet has been attached with three dots of glue on a tryptic designed to store this unique treasure and it bears the Museum's stamp and its numeration on the back part.

Furthermore, the Art Book includes a Notarial Act, numbered by hand, which certifies that the edition is unique and numbered.

Study Book, a unique collection that allows you to see Toulouse from his most intimate side

El Teatro of Toulouse-Lautrec also includes a volume that submerges us in the universe of the postmodern artist, and reveals the importance that the theatre had in his life and, consequently, in his work.

It contains studies carried out by the top experts on Toulouse-Lautrec's work: Julien Dumas, art expert, and Valéria Gaillard, cultural journalist.

Danièle Dewynck provides two articles and a chronology, and Julien Dumas, alongside Valérie Gaillard, offer anecdotal texts on Pa-



risian nights of the time, which bring us closer to the artist's life and work.

Made up of 192 pages, in a bilingual Spanish and English edition, the volume brings together texts on the life and work of Toulouse-Lautrec, as well as abundant graphic material from the painter, which includes his most renowned pieces as well as his famous posters, which revolutionised the worlds of art and advertising.

Montmartre Book, Paris' bohemian neighbourhood that changed the world of art

The third volume discovers the origin and the spirit of Paris by night. It helps us to situate and contextualize the work of Toulouse-Lautrec in the neighbourhood of Montmartre at the time, the cultural epicentre that saw the rise of the best artists of the day, and which left such an impression on Lautrec.

Thanks to the material exclusively compiled by Oscar Jané, Adjunct Professor at the Autonomous University of Barcelona, documents and testimonies from the time have been recovered, describing how an environment which truly influenced the 20th century's great cultural movements was forged. Through a miscellany of author texts, news from the time, letters and popular songs, a journey through literary and artistic Montmartre is traced.

The binding of the Montmartre Book, as well as the Study Book, was done by hand. The bonding of the covers, high-quality prints, was done by binding experts in 350 gram paper with a matte, anti-scratch plastic cover.

Biography: discovering Henri de Toulouse-Lautrec

Born in Albi in 1864, Toulouse-Lautrec was a member of a French aristocratic family. A congenital disease, exacerbated by a fall from a horse, was the cause of his fragile health and short stature.

Long convalescences led him to take an interest in drawing, which prompted him to move to Paris and set up his own studio in the heart of Montmartre. Despite being influenced by Edgar Degas and Ukiyo-e Japanese prints, his work was based on recovering drawing, an interest in light and the expressivity of the subjects. Life in Montmartre and its night-time activities served as inspiration for his work. He lived the intense experience of Parisian nightlife at the end of the 19th century, and was familiar with all its details. His work is a testimony to that unique ambience.



Through lithographs and posters for Parisian cabarets, with the famous Moulin Rouge leading the way, he became a precursor to modern poster design, and raised the technique of lithography to the category of art.

Due to the progressive deterioration of his health, he died in 1901 at just 36 years of age.

Henri de Toulouse-Lautrec is remembered as the epitome of Montmartre's bohemia. Through his expressive, fluid strokes, he was able to evoke the magic of Paris at the end of the 19th century.

With this great work, Artika takes us back to this time. El Teatro. Toulouse-Lautrec is the first artist book to capture the essence of the chronicler of a unique period, the Belle Époque, in a special way.

To find out about Artika's 15-year history, visit the website: www.artika.es or contact info@artika.es

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