



Press release

Modern Art | Vienna Secession

Ver Sacrum. The Vienna Secession Art Magazine 1898–1903

Gustav Klimt, Egon Schiele, Koloman Moser, Otto Wagner, Max Fabiani, Joseph Maria Olbrich, Josef Hoffmann

Edited by **Valerio Terraroli**

This book looks back at the originality—perceived from the very first issues—of the visual language of *Ver Sacrum*, the legendary official magazine of the Vienna Secession.

It gathers the covers of 120 regular issues and some special ones (in 1:1 format), plus an anthological selection of the most important inventions in printing, including block prints, lithographs and copper engravings, for the 120th anniversary of this historic magazine.

Representing a veritable program of manifestos and a cornerstone of Modernity, *Ver Sacrum* dedicated itself to producing total works of art, the so-called Gesamtkunstwerk. As a result, each issue was conceived as a work of art, a perfect representation of Secession ideals, epitomised in the covers.

Ver Sacrum, which alludes to the Sacred Spring and renewal rituals of the ancient Italic peoples, was an absolutely original magazine that elaborated new forms of design, illustration and print/editorial composition. Its influence represents a cornerstone of Modernity in Western Art.

Conceived by Gustav Klimt, Max Kurzweil and Ludwig Hevesi, the illustrated magazine was founded in 1898 and was periodically published until 1903; it included not only important reviews on literature, music and contemporary art but also a rich selection of engravings and decorations from Secession masters. During its six years of activity, 471 original drawings were specifically made for the magazine, along with 55 lithographs and copper engravings and 216 block prints.

Author

Valerio Terraroli teaches Museum Studies and the History of Artistic Literature and Art Criticism at the University of Verona; he has authored numerous essays and books on art and decorative art on the Vienna Secession, art nouveau and art déco.

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