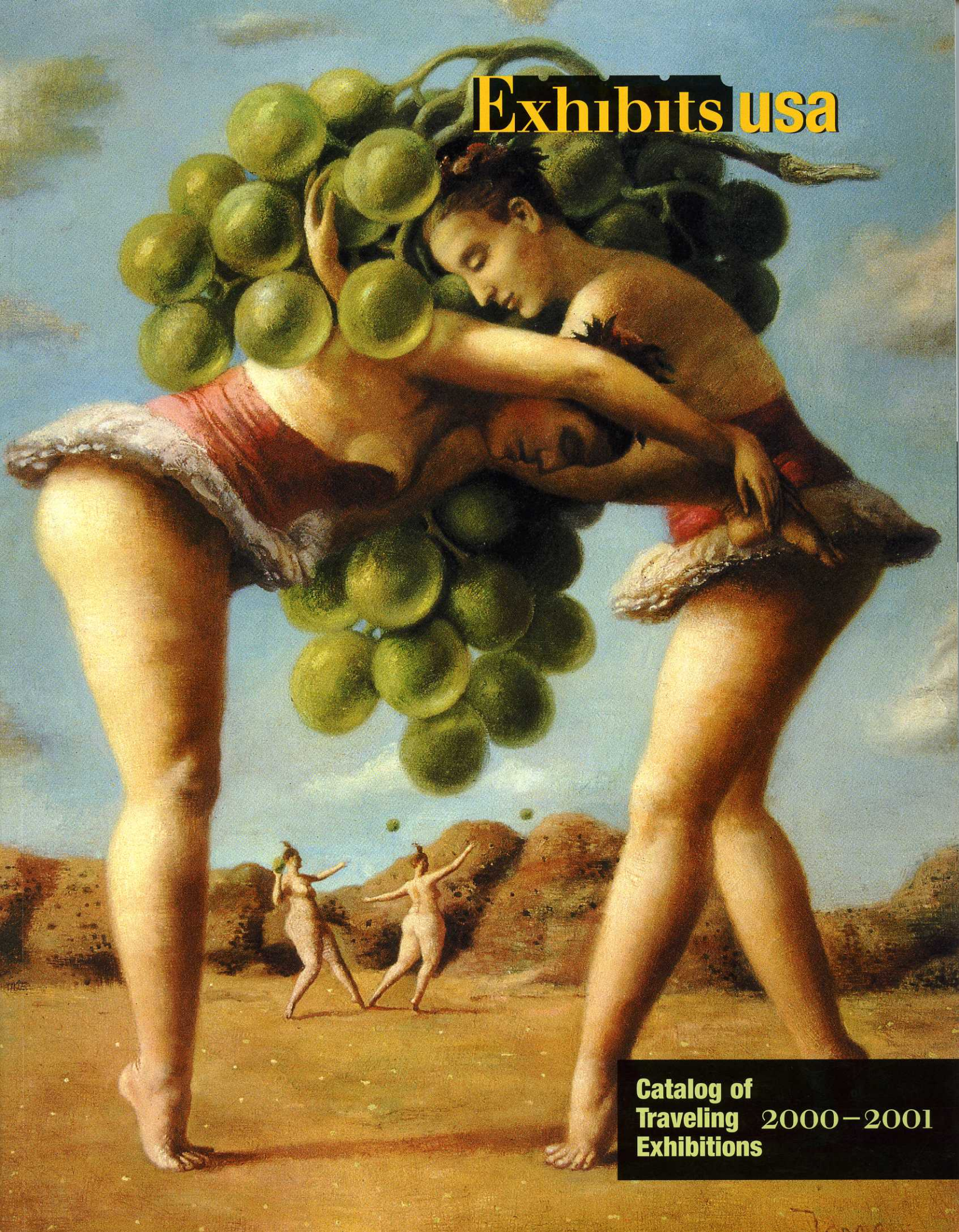


# Exhibits usa



**Catalog of  
Traveling 2000–2001  
Exhibitions**

NEW

# Art Deco Fancyware: The Noritake Years, 1921-1931

**Subsidized rental fee:**\* \$5,900  
for seven-week display

**Membership rental fee:**\* \$4,425  
for seven-week display

**Number of works:** 125

**Media:** Porcelain

**Curator:** Judith Schwartz,  
Ph.D., Associate Professor,  
Department of Art and Art  
Professions, New York  
University, New York

**Essayist:** Judith Schwartz,  
Ph.D.

**Organized by:** ExhibitsUSA

**Security:** Moderate A

**Shipping:** Fine art (fixed-rate)

**Square feet required:** 1,800

**Available dates:** September  
2002–January 2005

**Fee includes:**

Books

Brochures

Educational materials:

Text panels

Identification labels

Programming guide

Teacher/Docent guide

Other materials to be  
determined

Publicity packet

Registrar's packet

Full insurance

Installation instructions

Custom designed and  
built crates

**A**rt Deco Fancyware: *The Noritake Years 1921–1931* is a colorful exhibition of porcelain ware created, manufactured, and sold by the Noritake Ceramic Company in the period between the two world wars. These porcelain pieces were designed in New York, manufactured in Japan, and exported back to the United States. Here they were sold in department stores and gift shops, as well as through mail order and premium catalogs. The designs for the decorations of these pieces were inspired by a new modernism that flowered during the 1920s. Fancyware, as it was called, was mass produced, inexpensive, and widely



[Peony vase with stripes], c. 1921–1931, porcelain, china paints, lusters, 8 x 3 x 3 inches; private collection



[Gondola scent bottle], c. 1921–1931, porcelain, china paints, decals, lusters, 5 1/2 x 2 1/2 x 1 1/4 inches; private collection

available. Today, these pieces constitute a magnificent visual record of the decorative motifs popular among young women during the Roaring Twenties and a window into the culture of that exuberant time.

The Noritake Company was established in Japan in 1904 with the express purpose of producing porcelain for the American market. By the 1920s, it was the largest exporter of porcelain to the U.S. Its well-established sales force had a particularly acute sense for those aspects of European culture that would sell well here. In the early 1920s, a new modernism culminated in the International Decorative Arts Exposition in Paris in 1925 and was picked up in the cover designs of American magazines. Ever conscious of new trends, and with its finger on the pulse of the American

consumer, the Noritake Company used these design themes as decoration for a new form of porcelain.

Fancyware used traditional forms—vases, baskets, ashtrays, dishes, bowls, plates, etc.—redecorated with new designs. A traditional vase form once decorated with a conventional Victorian landscape, for instance, now sported an Art Deco floral design. These porcelains were painted with luster glazes and shocking contrasts of color, which reflected the social, political, and economic changes rapidly taking place throughout the country. Diverse, sometimes conflicting, influences, including Cubism, Russian Constructivism, and Italian Futurism are also found in many Noritake designs. *Night Rainbow*, for example, is based on a Kandinsky painting. A perfume bottle with the picture of a man with a turban pushing a gondola is an example of a popular theme, which was intended to evoke both the exoticism of the East and the romance of Venice.

*Art Deco Fancyware* is made up of 125 objects drawn from the collection of Judith Schwartz and Howard Kottler, the premier collection of Noritake porcelain in the world. The exhibition is being curated by Judith Schwartz, Ph.D., a professor of ceramics at New York University and the author of a forthcoming book on Noritake fancyware.

There has been a resurgence of interest in Art Moderne and Art Deco; there are hundreds of collectors of Noritake porcelain and thousands more interested in porcelain of all sorts. The first major exhibition of its kind in twenty years, *Art Deco Fancyware* will appeal to porcelain collectors and enthusiasts, and to anyone interested in American social and material culture.



[Cigarette box with figurine], c. 1921–1931, porcelain, china paints, lusters, 7 x 5 x 4 inches; private collection