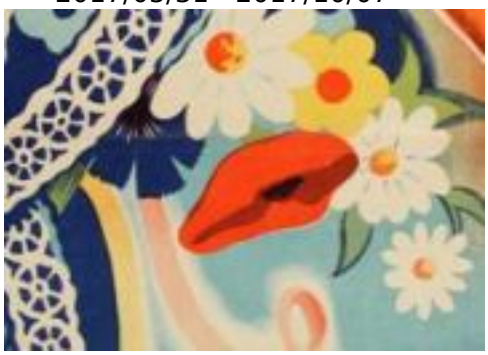
Hungarian Sound Film Posters 1931–1944 – exhibition

2017/05/31 - 2017/10/07



360 movies, 160 posters – Jávor, Karády, Kabos and the others. First golden age of Hungarian film history at our poster exhibition

[1]1931 was a significant landmark in the history of the Hungarian motion picture as it was the year when the first Hungarian sound film, *Kék bálvány (Blue Idol)* was released. In the 13 years that followed, over 360 movies were produced, including several great success movies such as *Hyppolit, a lakáj (Hyppolit, the Butler)* or *Meseautó (Dream Car).* At the exhibition, art and movie lovers can get acquainted with the golden age of Hungarian film history via posters.

Looking at the posters, one can see how movie producers and period poster design artists tried to draw attention to various movies. It was a generally held view then that a movie could be sold mainly by huge portraits of actors starring in the given movie. As an author puts it, “It did not matter

what kind of movie it was, if there was a portrait of Pál Jávor or Katalin Karády on the poster, people just wanted to see it.”

[2]

The exhibition opened in NSZL on May 31, 2017 was first on display in Győr, between November 3, 2016 and March 31, 2017. The realization of the exhibition was preceded by joint research efforts of Győr-based Rómer Flóris Art and History Museum, National Széchényi Library, Hungarian National Digital Archive and Film Institute and Dr. Kovács Pál County Library, Győr. The exhibition recently opened in NSZL presents the majority of items exhibited in Győr.

Venue: National Széchényi Library, Floor 6, Corvina Halls
The exhibition will be open between June 1, 2017 and October 7, 2017, Tuesday to Saturday, between 10 a.m. and 6 p.m.

Ticket prices: adult, full price ticket: HUF 1,200; discount ticket: HUF 800, group ticket (at least 8 persons): HUF 600

Opening ceremony: 5 p.m. on May 31, 2017, *Floor 6, Ars Librorum exhibition space*

Catalog of the exhibition [3]

Presentation of the catalog [4]

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