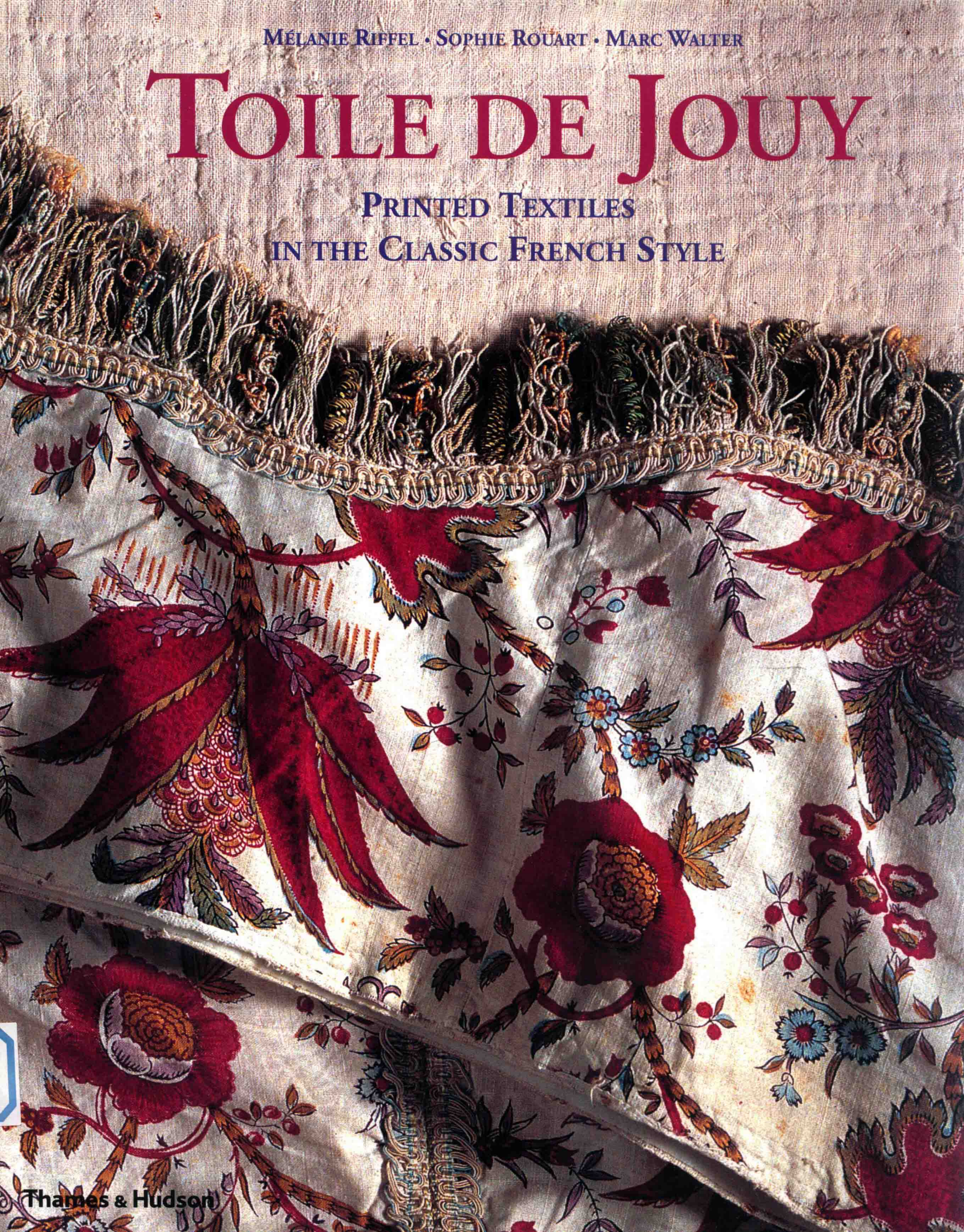


MÉLANIE RIFFEL • SOPHIE ROUART • MARC WALTER

TOILE DE JOUY

PRINTED TEXTILES
IN THE CLASSIC FRENCH STYLE



Thames & Hudson

MÉLANIE RIFFEL & SOPHIE ROUART

TOILE DE JOUY

PRINTED TEXTILES
IN THE CLASSIC FRENCH STYLE



PHOTOGRAPHY BY MARC WALTER

Halftitle: Wood block engraved and reinforced with inlaid strips of brass, Établissements Hamot, 1933–36. The design is a copy of one originally printed at the Jouy factory. Jouy-en-Josas, Musée de la Toile de Jouy.

Frontispiece: *Les Arts* (The Arts), 1816; detail of Orpheus and Eurydice (see pp. 140–41).

This book is published in association with the Musée de la Toile de Jouy, Jouy-en-Josas.

Translated from the French by Barbara Mellor.

Any copy of this book issued by the publisher as a paperback is sold subject to the condition that it shall not by way of trade or otherwise be lent, resold, hired out or otherwise circulated without the publisher's prior consent in any form of binding or cover other than that in which it is published and without a similar condition including these words being imposed on a subsequent purchaser.

This edition first published in the United Kingdom in 2003 by Thames & Hudson Ltd,
181A High Holborn, London WC1V 7QX

www.thamesandhudson.com

First published in hardcover in the United States of America in 2003 by Thames & Hudson Inc.,
500 Fifth Avenue, New York, New York 10110

thamesandhudsonusa.com

© 2003 Thames & Hudson Ltd, London

Original edition © 2003 Editio-Éditions Citadelles & Mazenod

All Rights Reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any other information storage and retrieval system, without prior permission in writing from the publisher.

British Library Cataloguing-in-Publication Data
A catalogue record for this book is available from the British Library

Library of Congress Catalog Card Number: 2003103611
ISBN 0-500-51149-7

Printed and bound in Spain









Contents

7 Foreword by Monique Le Saint, Mayor of Jouy-en-Josas

9 Introduction



10 THE PRINTS AND THEIR HISTORY

13 'Factory of C.-P. Oberkampf and Company at Jouy-en-Josas fast dye'

13 *The printed calico trade in France in the 17th and 18th centuries*

14 *Christophe-Philippe Oberkampf founds the factory at Jouy*

18 *The compound: the factory buildings*

24 *The changing fortunes of the factory*

27 Secrets of the prints' success

27 *The manufacturing process*

28 *The engraving process*

34 *The cloth: from plantation to salon*

36 *The dyestuffs*



38 TOILE-DE JOUY: THE PRINTS

41 The creative process

41 *Designers and the Jouy factory*

42 *Independent artists*

46 *Colours and patterns*

59 Toiles de Jouy: variations on several themes

59 *Oberkampf and his times*

75 *Geometric and floral motifs*

94 *Genre scenes*

122 *Mythological subjects*

146 *Literary, theatrical and musical scenes*

161 *Exotic scenes*

175 *Architectural motifs*

187 Toiles de Jouy: uses and trade

187 *Toiles de Jouy and the world of fashion*

188 *Costumes of the Oberkampf family*

188 *Toiles de Jouy and interior decoration*

194 *Methods of sale*

197 *Famous clients*

197 *Jouy indiennes at court*

199 APPENDICES





MÉLANIE RIFFEL & SOPHIE ROUART

TOILE DE JOUY

PRINTED TEXTILES
IN THE CLASSIC FRENCH STYLE



PHOTOGRAPHY BY MARC WALTER

 **Thames & Hudson**

Half-title: Wood block engraved and reinforced with inlaid strips of brass, Établissements Hamot, 1933–36. The design is a copy of one originally printed at the Jouy factory, Jouy-en-Josas, Musée de la Toile de Jouy.

Frontispiece: *Les Arts* (The Arts), 1816; detail of Orpheus and Eurydice (see pp. 140–41).

This book is published in association with the Musée de la Toile de Jouy, Jouy-en-Josas.

Translated from the French by Barbara Mellor.

Any copy of this book issued by the publisher as a paperback is sold subject to the condition that it shall not by way of trade or otherwise be lent, resold, hired out or otherwise circulated without the publisher's prior consent in any form of binding or cover other than that in which it is published and without a similar condition including these words being imposed on a subsequent purchaser.

This edition first published in the United Kingdom in 2003 by Thames & Hudson Ltd,
181A High Holborn, London WC1V 7QX
www.thamesandhudson.com

First published in hardcover in the United States of America in 2003 by Thames & Hudson Inc.,
500 Fifth Avenue, New York, New York 10110
thamesandhudsonusa.com

© 2003 Thames & Hudson Ltd, London

Original edition © 2003 Editio-Éditions Citadelles & Mazenod

All Rights Reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any other information storage and retrieval system, without prior permission in writing from the publisher.

British Library Cataloguing-in-Publication Data
A catalogue record for this book is available from the British Library

Library of Congress Catalog Card Number: 2003103611
ISBN 0-500-51149-7

Printed and bound in Spain

Contents

7 Foreword by Monique Le Saint, Mayor of Jouy-en-Josas

9 Introduction



10 THE PRINTS AND THEIR HISTORY

13 'Factory of C.-P. Oberkampf and Company at Jouy-en-Josas fast dye'

13 *The printed calico trade in France in the 17th and 18th centuries*

14 *Christophe-Philippe Oberkampf founds the factory at Jouy*

18 *The compound: the factory buildings*

24 *The changing fortunes of the factory*

27 Secrets of the prints' success

27 *The manufacturing process*

28 *The engraving process*

34 *The cloth: from plantation to salon*

36 *The dyestuffs*



38 TOILE-DE JOUY: THE PRINTS

41 The creative process

41 *Designers and the Jouy factory*

42 *Independent artists*

46 *Colours and patterns*

59 Toiles de Jouy: variations on several themes

59 *Oberkampf and his times*

75 *Geometric and floral motifs*

94 *Genre scenes*

122 *Mythological subjects*

146 *Literary, theatrical and musical scenes*

161 *Exotic scenes*

175 *Architectural motifs*

187 Toiles de Jouy: uses and trade

187 *Toiles de Jouy and the world of fashion*

188 *Costumes of the Oberkampf family*

188 *Toiles de Jouy and interior decoration*

194 *Methods of sale*

197 *Famous clients*

197 *Jouy indiennes at court*

199 APPENDICES



Foreword

1. *Le Lion amoureux ou Leda*
(The lion in love or Leda, detail),
c. 1809 (see p. 137).

In the wealth of magnificent fabrics manufactured at his factory at Jouy in the 18th and 19th centuries, Christophe-Philippe Oberkampf has bequeathed to us a heritage of unique value: our task today is to ensure that we continue to rise to the level of his ambition and vision.

In 1976 the Musée Oberkampf was established on the site where this distinguished man of science and industry founded the factory that was to make 'toile de Jouy' famous throughout the world. An album of nearly four hundred swatches produced by the factory at different periods and painstakingly assembled by the founder's granddaughter, was one of the few items relating to its history owned by the municipality of Jouy-en-Josas at that time. However, before long, gifts donated to the museum by Oberkampf's descendants and sympathetic collectors, enabled it to establish and display impressive collections of significant fabrics and artifacts illustrating the history of the factory and its production. Thus, toile de Jouy is now not only the very fabric – quite literally – of our past, but also a cultural symbol of our future.

The transfer of the museum's collections to the Château de l'Eglantine in 1991 stands as eloquent testimony to local determination to bring together our industrial heritage old and new, so making this museum a place in which tradition and modernity form a successful alliance.

Monique Le Saint
Mayor of Jouy-en-Josas
Conseiller Général of Yvelines

NOTES

Pre-metric measurements used at Jouy
were based on an Ile-de-France standard.
Their metric equivalents are:

1 *aune* (ell) = 1.188 m
1 *pied* (12 *pouces*) = 32.48 cm
1 *pouce* = 2.7 cm



Introduction

2. *Colombes et sangliers*
(Doves and wild boars, detail), c. 1818
(see pp. 192–93).

Following spread:

3. *Roses et montants ondulants rayés*
(Roses and undulating vertical lines
with stripes) showing the factory mark.
Block print on *siamoise*. Jouy-en-Josas,
Musée de la Toile de Jouy, Inv.
985.38.4, purchase.

Today, we are all familiar with the fabrics known as ‘toiles de Jouy’, and many will know that these cotton prints of Indian inspiration were manufactured from 1760 at Jouy-en-Josas in the Bièvre valley by a certain Oberkampf. But how many of us are aware that before Oberkampf’s time, in the closing years of the 17th century, printed cottons were banned outright in France?

Another generally accepted idea is that the toiles de Jouy were distinguished by their designs depicting bucolic scenes printed in a single colour, and were intended for use as furnishing fabrics. In fact, they were widely used for dressmaking as well as for furnishing, and the range of designs was remarkably broad, with an astonishing total of over thirty thousand different patterns emanating from the factory at Jouy-en-Josas.

The story of the factory, of the techniques used there, of the lives of its workers, as well as of its founder, makes a fascinating chronicle of life in pre-industrial France, in the years between 1760 and 1843. As presented here, it offers us a better understanding of the background against which toiles de Jouy first saw the light of day, and provides a thoughtful context for a dazzling display of the designs, now held in the Musée de la Toile de Jouy. From this, it emerges that – contrary to the commonly held belief – the majority of the factory’s designs were in fact floral patterns printed in several colours. A thematic approach – featuring Oberkampf and his times, genre scenes and mythological, literary, exotic and architectural subjects – highlights at the same time not only the tremendous range of designs created, but also their enduring popularity, as attested by the numerous variations and imitations produced by other contemporary firms.

Lastly, no one with an interest in the subject will remain unmoved by the superb photographs that illustrate the intriguing story of toiles de Jouy, as related in these pages.