



V O G U E

MAR

THE OUTSIDER

HOW BILLIE EILISH
REINVENTED
POP STARDOM

SPRING AWAKENING

TRADITION GETS TWISTED
CLASSIC GETS COOL
PRETTY GETS PUNK

Vienna in Focus

A new photography show at the Neue Galerie New York honors Austria's Belle Époque.



MIRROR, MIRROR
ACTRESS GRETE JACOBSON IN A DRESS
FROM THE WIENER WERKSTÄTTE.
PHOTOGRAPHED BY MADAME D'ORA IN 1917.

DESIGN

In the summer of 1904, while on holiday on the Côte d'Azur, the 23-year-old Dora Kallmus, like many of Europe's well-to-do ladies at the turn of the century, purchased a camera. Smarting from an unhappy love affair with a married man, she had concluded that she did not want to be a "woman in the background," as she put it, and had been actively seeking an occupation. Two years later, back home in Vienna, she was listed in the city's commercial registry as a photographer. And so began an illustrious career, celebrated in the Neue Galerie New York's "Madame d'Orá," Kallmus's first major U.S. museum retrospective, which opened in February. The show positions the Jewish-born Kallmus—who took

MAKE IT MODERN

TWO DESIGN FIRMS CARRY ON THE WIENER WERKSTÄTTE AESTHETIC. LEFT: A BACKHAUSEN MILL TEXTILE. BELOW: A TUMBLER FROM LOBMEYR.



the alias Madame d'Orá in homage to her Francophile sensibilities—as one of the most prominent documenters of the early 20th century's culturati: Gustav Klimt, Anna Pavlova, Colette, and Josephine Baker all took turns before her lens. Her

society portraits were anything but stuffy, though; like cinema stills, they captured protagonists with a story to tell. In 1922, she snapped the operetta star Elsie Altmann-Loos (wife of modernist architect Adolf) in dishabile, the look of ecstasy in her partially closed eyes as evocative as her onstage performances. A year later, she photographed Gabrielle Chanel in a decidedly unglamorous stance, arms crossed and hair in defiant disarray. Though she was avant-garde in both her subject matter and her biography (professional female photographers were highly unusual at the time), Kallmus's services were nonetheless requested by even establishment elite from the Habsburgs to the Rothschilds. Good taste transcends convention and borders. —LILAH RAMZI