

Paul-Gustave van Hecke. Art Supremo, Fashion King and Champagne Socialist

# Tatave!

MANU VAN DER AA

Paul-Gustave van Hecke (1887-1967) was a man of many talents. Art, politics, fashion... he brought his own inimitable style to each of these areas and did so using several different monikers: Pégé, Gust or Tatave, depending on how well he knew the person he was talking to.

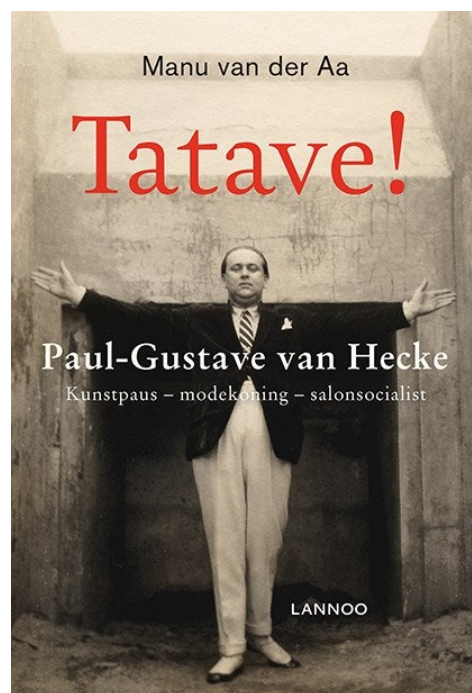
**This book was clearly a labour of love for its author**

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With his fashion house Norine, named after his wife, Van Hecke may well be called the first Belgian fashion designer. He also became involved in local politics, with varying degrees of success. But above all he was a real art supremo. He promoted the work of, among others, the expressionists Constant Permeke, Frits van den Berghe and Gust de Smet, as well as the surrealists René Magritte and Paul Delvaux.

He had his portrait painted by Leon Spilliaert and was photographed by Man Ray. He was also close to Marc Chagall and Max Ernst – all artists whose work he promoted and whom he considered friends. As a gallerist, couturier, magazine owner and film programmer, he was an absolute pioneer in Belgium. And yet he is not a household name.

Fifty years after his passing, Manu van der Aa brings Tatave to life again, and with him half a century of Belgian art history. He portrays an unconventional cultural entrepreneur who managed to effortlessly pull together opportunism, creativity and networking.



## AUTHOR



**Manu van der Aa** (b. 1964) is an editor, literary critic and biographer. He has taught Dutch language and literature at the University of Antwerp and the Université Libre de Bruxelles. He has published regularly since 1987, mostly on Dutch literature. In 2001 he co-founded the literary-historical journal 'Zacht Lawijd'. In 2008 he obtained his doctorate from the University of Groningen with a biography of poet Alice Nahon, which also earned him the Literature Prize of the Province of Antwerp.

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