

ART MOVEMENTS

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ART MOVEMENTS

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(INCLUDING WILLIAM MORRIS)

2. ART NOUVEAU

3. CUBISM

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ARTS AND CRAFTS MOVEMENT

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Those involved in the Arts and Crafts Movement, promoted simple items (furniture, ornaments etc...) manufactured through good craft techniques. It was a rebellion against the age of mass production. A return to traditional craft methods and 'romantic' forms of decoration. Products were to be manufactured by individuals or small groups rather than on a mass production line. Ornamental objects, floral fabrics, book making, weaving, jewellery, enamelling, metalwork and ceramics, were all influenced by the Art and Crafts movement.

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for
information / an
exercise



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WILLIAM MORRIS

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The Arts and Crafts movement developed from the views of people such as William Morris (1834 - 1896). He was a poet and artist, who believed in a combination simplicity, good design and craft work. He believed that industrially manufactured items lacked the honesty of traditional craft work. His views and opinions were also supported by the artist / influential social intellectual, John Ruskin (1819 - 1900). As the movement grew in influence, architecture, furniture making and the decorative arts, such as interior design, started to display the simplicity and craft approach.

Tap the image of William Morris for information / an exercise



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PHILOSOPHY OF THE ARTS AND CRAFTS MOVEMENT

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The Arts and Crafts movement, believed that the industrial revolution had made man less creative as 'his' craft skills had been removed from the manufacturing process. One aim of the movement was to put 'man' back in to the design and manufacturing process, Craft skills and good honest design would again be central to the manufacturing process.

Tap the image for information / an exercise



Wallpaper
by John Henry Dearle
1897.



The William Morris Chair
1886

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ART AND CRAFTS PRODUCTS

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Tap the image for information / an exercise



HAND MADE
CHAIR



HAND PRINTED WALL
PAPER



WROUGHT IRON
TABLE



STAIN GLASS

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ART AND CRAFTS PRODUCTS

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ART NOUVEAU

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Art Nouveau was a highly decorative style, popular from approximately the 1870s to 1920/30s. The name comes from a famous Arts shop in Paris called La Maison de l'Art Nouveau. Art Nouveau is characterised by its use of detailed decoration, usually of an ornate nature. Art Nouveau relied on traditional craft skills, especially through the use of elaborate wrought iron scrolls. A sample of the type of decoration used in this type of work is seen below.

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ART NOUVEAU

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Art Nouveau was popular in Victorian times.

Very good examples are still to be seen in Victorian houses and mansions. This type of design work is also to be seen in the glasswork of the same era, interior design. Jewellery of this style was also popular. The interior of an ornate roof and a staircase are shown below. This is a good example of the Art Nouveau style.

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ART NOUVEAU - EXAMPLES

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Tap the image for information / an exercise



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ART NOUVEAU - EXAMPLES

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Tap the images for information / an exercise

WROUGHT
IRON
RAILINGS



JEWELLERY



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CUBISM

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Cubism can be regarded as a 20th Century Art Movement. Although it began in the art world, it slowly began to influence the design of products, ranging from furniture to architecture. One of the artists that helped establish cubism was Pablo Picasso. Picasso's art represented objects and sometimes people as broken up, into an abstract form. The aim was to present the object from an alternative view point, in order to provoke thinking and discussion.

Tap the painting by Picasso for information
/ an exercise



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CUBISM AND ARCHITECTURE

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A direct link between Cubist Art and Cubist Architecture does not exist. However both share the same characteristic of dealing with geometrical shapes and forms. Often Cubist Artists painted abstract objects, as dissected geometrical shapes. Often buildings, based on Cubist principles, are designed as geometrical interlocking shapes or quite simply as a single geometrical shape. This can be seen in the building shown below.

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CUBISM AND ARCHITECTURE

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Buildings have a basic, simple geometrical design, often a cuboid shape.

Modern materials have been used.

The buildings have sharp, clean lines, ensuring that the building is viewed in perspective with ease.

Cubist buildings are often designed to be manufactured as prefabricated buildings and moved from the factory to the building site where they are assembled.

The windows have a cube / rectangular form. Subtle colours dominate the design, with one or two colours prominent.

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CUBISM - PRODUCT DESIGN

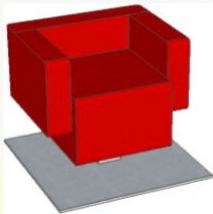
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Cubism has been applied to product design.

The furniture/products seen below, are all based on simple geometrical forms, with the overall shape being based on a cube / cuboid or a combination of these shapes.

This lounge chair is clearly composed of cube or cuboid geometrical shapes. It is simple in form and yet non-conformist. This means that its design is different to traditional chair design.

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CUBISM – SAMPLE PRODUCTS

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DE STIJL (NEOPLASTICISM)

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The De Stijl Design Movement (also known as Neoplasticism) originated in Holland in 1917. De Stijl promoted a style of design based on a limit range of colours (primary colors, red, yellow, and blue), used in conjunction with a combination of horizontal and vertical lines. Each part of the design / product are each regarded as a single aspect of the design / product, one of several parts. Each part should stand out.

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DE STIJL (NEOPLASTICISM)

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The style developed during World War One, when the Dutch were neutral. This meant that Dutch designers and artists were unable to travel to countries involved in the war. Out of this 'solitude', a painter called Theo van Doesburg established a journal called 'De Stijl' (translates to mean 'The Style'). The journal promoted De Stijl as a new, modernist Art Movement.

Tap the COMPOSITION WITH RED, YELLOW, BLUE AND BLACK.

By Piet Mondrian for information / an exercise



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DE STIJL (NEOPLASTICISM)

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The De Stijl movement aimed to produce art / designs that were precise and accurate, representing the 'exactness' and 'efficiency' of the machine. Nature was eradicated from the final design. This can be seen in Gerrit Rietveld's 'Red Blue' chair (1917-1918), which represents the De Stijl criteria, for product design. The chair was originally left with a natural wood finish, but was later finished according to the strict De Stijl colour criteria.

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for
information /
an exercise



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DE STIJL AND ARCHITECTURE

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De Stijl inspired architecture. For example; 'The Rietveld Schröder House' (built in 1924), designed by Gerrit Rietveld, which also included furniture and fittings in the De Stijl style. UNESCO World Heritage Listed.

A radical design for the 1920s, similar to a Bauhaus style, although asymmetrical. The two storey building has separate rooms downstairs. Upstairs it is an open space, with moveable panels to allow the layout to be altered.

Tap the image for information / an exercise



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MODERNISM / BAUHAUS

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In 1919 a new Art, Design and Architecture School was formed, called the Bauhaus. Even today its name is synonymous with quality design. The School moved to the distinctive 'Bauhaus' building in 1926 (Dessau, Germany) where it influenced the design of everyday products, developing into an international art movement.

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MODERNISM / BAUHAUS

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The Bauhaus founder, Walter Gropius, devised the curriculum. He attempted to break down the barriers between craftsmanship, architecture and industrial production. Furniture designers, potters, silversmiths, and joiners were brought together, for the first time, to explore design. All the students would learn from each other. Boundaries that has existed in the past, were removed. All students were exposed to a vast range of materials, skills and disciplines. Students were encouraged to find new and improved ways of designing everyday items.

Tap the photo
of Walter Gropius for
information / an
exercise



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MODERNISM / BAUHAUS

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The Bauhaus became the centre of new thinking. Functionality and simplicity were combined with aesthetics, to produce a purer form of design. Previously, Art Nouveau had been about creating ornate, complicated, decorative products. The Bauhaus reduced the complexity of design to simplicity, functionality and a pure form of aesthetics.

MB-118 CHAIR 1928



BY MARCEL BREUER

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for information /
an exercise

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THE BAUHAUS INFLUENCE ON ARCHITECTURE THE 'HUF HAUS'

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The design was inspired by the Bauhaus designers of the 1920s, who approached design through functionality and simplicity, combined with aesthetics. With the 'Huf Haus', emphasis is placed modern design and a distinctive style. Each house is constructed from standardised components and are essentially a beam and post structure. There are no internal weight bearing walls to restrict the internal layout. The emphasis on glass, is another distinctive feature of modernist buildings.

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Tap the images of Bauhaus products for information / an exercise



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ART DECO

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Art Deco is an international decorative arts movement, most popular between the years 1924 - 1940. It is a style of drawing, that relies on bold designs, clear lines, vibrant colours and patterns. Geometric shapes and intense colour schemes are prominent. Art Deco's main characteristics are derived from the various painting styles of the early twentieth century, ranging from Cubism to Italian Futurism. Art Deco is usually associated to the architecture of the 1930s and speed and luxury.

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ART DECO

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Art Deco had an extensive influence on architecture in the 1930s and 1940s. Many buildings on the coast of Florida have an Art Deco exterior, tending to be symmetrical with distinctive windows and colours.

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ART DECO

V.Ryan © www.technologystudent.com 2019

Many car designs for the 1930s and 1940s were influenced by Art Deco. The automobile seen opposite has a streamlined and elegant appeal. The design suggests speed, style and luxury.

Tap the image for information / an exercise



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ART DECO - SHAPES AND FORMS - 1

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POP ART - 1950s 1960s

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Pop Art evolved from the growing interest in the world of popular culture, to an art movement in its own right, thanks to artists such as Andy Warhol and David Hockney. Their pop art was often in the form of screen prints of everyday objects, colourfully presented. They used simple techniques to create their artwork (such as the silk screen process) which contrasted the techniques used by established artists of the 1960s. The use of these techniques meant that their work could be reproduced / printed very easily.

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CHARACTERISTICS OF POP ART

V.Ryan © www.technologystudent.com 2019

Images used that represent the popular culture of the day.

Often everyday consumer products, such as soup cans or coke bottles were used as images.

Images of often colourful and distinctive. Commercial printing methods such as silk screen used to produce paintings, making it possible for the general public to purchase a copy.

Pop artists often use images based on comic strips.

Multiple images of the same subject often used.

**Tap the image of
Andy
Warhol's Four
Marilyns** for
information / an
exercise



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POP ART AND PRODUCT DESIGN

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Pop art soon began to influence product design during the 1960s. Pop art furniture became quite popular and was characterised by its use of bright colours, geometrical shapes and unusual designs.

Take for example the famous Lips Painting. This painting has been transformed into a lips chair.

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POP ART AND PRODUCT DESIGN

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STUDIO ALCHIMIA

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By the end of the 1960s, many designers were becoming disillusioned with the lack of change and progress in architecture and product design. Good design was often regarded as Modernism or earlier art movements such as Art Deco. In 1976 Studio Alchimia was formed by the Italian Architect Alessandro Guerriero. The aim was to move away from Modernist design principles to a new style

Tap the photo of Alessandro Guerriero
for information / an exercise



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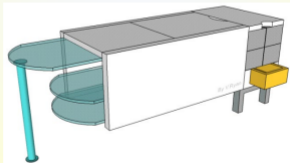


STUDIO ALCHIMIA

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Studio Alchimia products were manufactured from cheap, readily available materials. However, although the designs showed many of the characteristics of Modernism, especially Bauhaus designs, they were quite different. Designs included bright colours and decoration, and there was a move away from the symmetry of modernist designs to asymmetrical characteristics. In many ways, Studio Alchimia was the stepping stone from the Modernist design movement, to the Memphis Group of the 1980s.

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ALESSANDRO MENDINI

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Alessandro Mendini was one of the leading forces behind the Studio Alchimia and joined as a partner in 1979. He worked with Ettore Sottsass. One of his designs is seen below.

The Kandissa Mirror is composed of geometrical shapes, arranged randomly. 'Eye catching', vivid colours are also prominent.

Tap the image for information / more Mendini products and an exercise



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THE MEMPHIS GROUP

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The Memphis Group, established of the 1980s, was composed of designers based in Italy. Its designs emphasised Post Modernist design principles, although some principles were shared with Modernism. The obvious difference between Modernism (Bauhaus) and Post Modernism (Memphis Group), was that modernist designers produced functional products, whereas Post Modernist Designers, regarded aesthetics as the primary reason for the products they designed. It could be argued that Post Modernist products, designed by Memphis designers, were first and foremost pieces of art or exhibition pieces, not useable, practical items. Two of the best known 'Memphis' designers were, Ettore Sottsass and Danny Lane.

Tap the photo of Ettore Sottsass for information / an exercise



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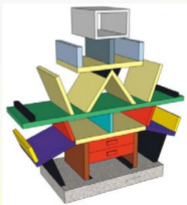


THE CARLTON DRESSER - By Ettore Sottsass - 1981

V.Ryan © www.technologystudent.com 2019

In 1981 Ettore Sottsass presented his Carlton Dresser. As a dresser it lacks functionality, in fact it would be fair to describe this furniture as virtually unusable. It is typically Post Modern, in that it can be described as a display piece or even a discussion piece. Nevertheless, it is an interesting design, with its choice of bright colours and its angular arrangement of sides and supporting pieces.

Tap the image for information / an exercise



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Tap the images of Memphis products for information / an exercise

V.Ryan © www.technologystudent.com 2019



SOFA

FLAMINGO
SLIDING TABLE

LAMP

WINE GLASS

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Go to the Designer Section of www.technologystudent.com for 'lots' on Art Movements and Designers.

Link Button Below



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