

ART MOVEMENT REVISION CARDS

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On behalf of The World Association of Technology Teachers

ART AND CRAFTS

ART DECO

BAUHAUS

CUBISM

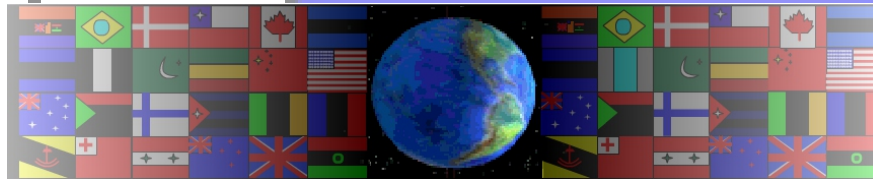
ART NOUVEAU

MEMPHIS

DE STIJL

POP ART

W.A.T.T.



World Association of Technology Teachers

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THE ARTS AND CRAFTS MOVEMENT 1880 to 1910



The Arts and Crafts Movement was one of the most influential design movements of all. During the industrial revolution, skilled craftsmen saw the increased use of machines, replacing their skills.

Before the industrial revolution, craftsmen trained for many years, perfecting their skills and this was reflected in the products they made. The industrial revolution changed all this.

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Members of the Arts and Crafts Movement, saw the industrial revolution removing craft skills from the manufacturing process, making workers less creative.

WILLIAM MORRIS

William Morris (1843 - 1896) was one of the leaders of the Arts and Crafts Movement.



He said, 'We do not reject the machine, we welcome it. But we would desire to see it mastered'.

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His company Morris, Marshall, Faulkner and Co, manufactured a range of products including furniture, wallpaper, stain glass and even carpets. These were all handcrafted with the use of machines rejected. The Arts and Crafts Movement believed in social and economic reform, supporting skilled workers.

ARTS AND CRAFTS PRODUCTS



HAND MADE
CHAIR



HAND PRINTED
WALL PAPER



WROUGHT IRON
TABLE



STAIN GLASS

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ART DECO 1924 - 1940



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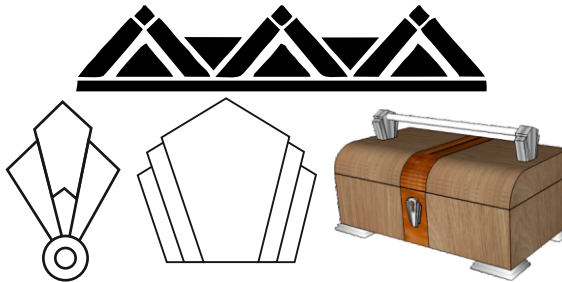
Art Deco is an international decorative arts movement, popular between the years 1924 - 1940. Art Deco is usually associated with the architecture of the 1930s and speed and luxury. Recently it has seen a revival.

It is a style, that relies on bold designs, clear lines, vibrant colours and patterns. Geometric shapes and intense colour schemes are prominent.

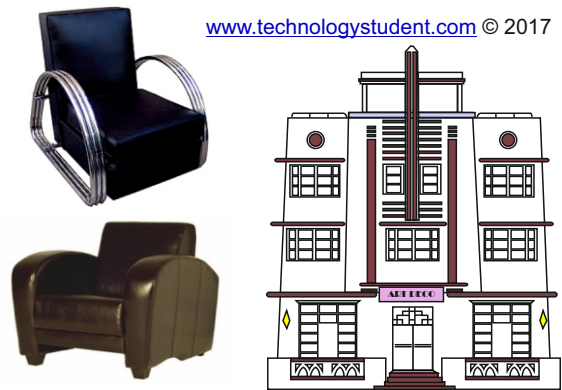
KEY FEATURES

BOLD DESIGNS SYMMETRICAL DESIGNS
GEOMETRIC SHAPES AND PATTERNS
VIBRANT COLOUR SCHEME
STREAMLINED STYLISH ELEGANT

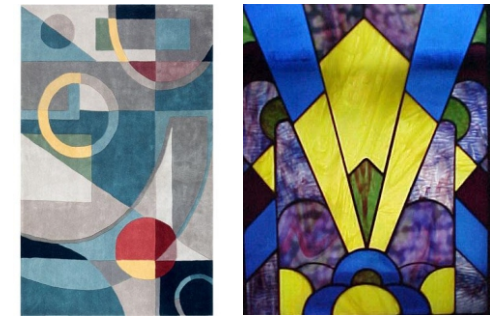
ART DECO - SHAPES AND FORMS - 1



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ART DECO - SHAPES AND FORMS - 2



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Two typical Art Deco patterns are seen above. Art Deco patterns tend to have:

Distinctive circular patterns.
Bold Straight Lines.
Subtle use of colour and shade.
Often look rather abstract.

THE BAUHAUS (GERMANY) **1919 - 1930s**

A Design and Architecture School called Bauhaus was established in 1919. Its name is still regarded as a mark of quality of design. It developed into an international arts / design movement and its influence on design has been considerable.

The Bauhaus encouraged designers, to design and develop products that were stylish and aesthetically interesting and mass produced.

The Bauhaus has influenced architecture, furniture design, interior and exterior design. There is even a Bauhaus font / writing style.

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BAUHAUS

CHARACTERISTICS OF BAUHAUS **DESIGNS**

Bauhaus approached product design in a fresh way. They moved away from traditional skills and fashion to new ideas and ways of manufacturing on an industrial scale.

Bauhaus design characteristics

SIMPLICITY, FUNCTION AND AESTHETICS
INNOVATIVE DESIGNS
NEW MATERIALS APPLIED TO PRODUCTS
NEW MANUFACTURING TECHNIQUES
PRODUCTS MASS PRODUCED
AFFORDABLE PRODUCTS
PRODUCTS FOR THE GENERAL PUBLIC



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A WELL KNOWN BAUHAUS DESIGN

MB-118 CHAIR 1928



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BY MARCEL BREUER

Marcel Breuer designed this famous chair and manufactured it from one piece of tubular steel tube. It typifies the Bauhaus philosophy - simple design, mass produced, modern, aesthetically pleasing and for the general public.

CUBISM A DESIGN MOVEMENT

Cubism as an art movement became popular in 20th Century. It began in the art world with artists such as Pablo Picasso, through his abstract paintings and sketches. He reduced complex images to simple geometrical forms. This concept slowly spread to architecture and product design. Products designed using cubist principles are often based on simple geometrical shapes, such as cubes

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FURNITURE



KETTLE

CUBISM AND ARCHITECTURE



Buildings based on cubist design principles are usually simple geometrical forms. An attempt has been made by the architect, to move away from traditional building shapes and forms. Doors and windows are in line and a simple colour scheme is applied. Modern building materials are used for the construction. Often, the interior of cubist buildings is divided up into square / rectangular spaces.

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CUBISM AND FURNITURE

The furniture seen below, are all based on simple geometrical forms. The shape of a cube is the starting point for the designer. For this reason, cubist furniture is easy to identify.

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ART NOUVEAU

Art Nouveau was the dominant style from the 1870s to 1920s, for the rich, not the working class.

It involved the use of elaborate decorative detail. Examples include wrought iron scroll work, highly skilful jewellery, prominent architecture and elaborate interior design.

Art Nouveau designs were manufactured by highly skilled workers, in factories / workshops. They were either 'one off' or small batch.

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WROUGHT
IRON SCROLLS



JEWELLERY



CHAIR

ART NOUVEAU Vs BAUHAUS

Compare the two chairs, one is Art Nouveau and the other is Bauhaus.

ART NOUVEAU
1880



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Decorative
Elaborate
Traditional
Expensive
Detailed
Ornate

BAUHAUS
1930s

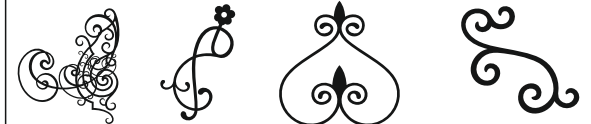


Minimalist
Functional
New materials
used.
New manufacturing
techniques.

ART NOUVEAU EXAMPLES

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WROUGHT IRON SCROLLS



PAINTINGS



ARCHITECTURE



DECORATIVE BORDER

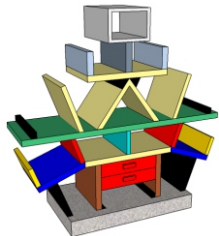


THE MEMPHIS GROUP

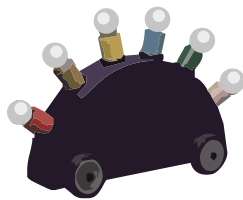
Established in the 1980s. Composed of designers based in Italy. Memphis designers, regarded aesthetics as the most important aspect of a product, not its function. Memphis designs/products can be regarded as pieces of art or exhibition pieces, not useable, practical items.

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The best known 'Memphis' designer was, Ettore Sottsass.



DRESSER



LAMP

ETTORE SOTTASS

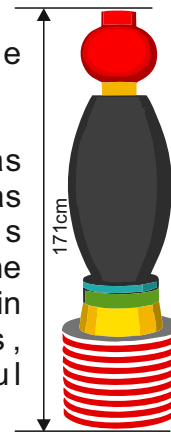
Ettore Sottsass led the Memphis design group. He designed products that were unusual, with bright colour schemes, producing imaginary designs for everyday objects.



His designs were controversial and unusual.

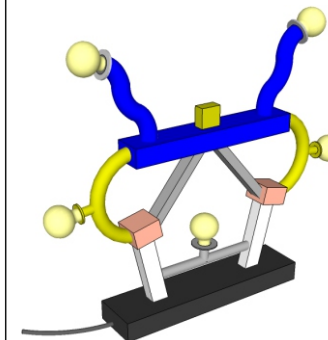
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This Ceramic Totem was designed by Sottsass, as part of the Memphis Group. 171cm in height. The ceramic finish is coated in polychrome glazes, producing a colourful reflective surface.



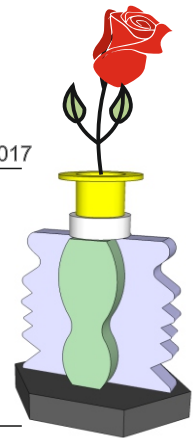
ETTORE SOTTASS DESIGNS

ASHOKA LAMP - 1981



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THE ARTICOLO 6000 VASE



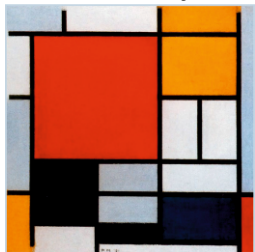
WHAT IS THE 'DE STIJL' DESIGN MOVEMENT ?

The De Stijl Design Movement (also called Neoplasticism) originated in Holland in 1917.

It 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.

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De Stijl's true origin can be traced back to Cubism. Also, the artwork of Piet Mondrian greatly influenced the De Stijl colour scheme and style.



COMPOSITION WITH RED, YELLOW, BLUE AND BLACK.
By Piet Mondrian

CHARACTERISTICS OF DE STIJL

A limited range of colours (primary colours, red, yellow, and blue) are used.

The colours are used in conjunction with a combination of horizontal and vertical lines.

Each part is regarded as a single aspect of the design / product, one of several parts. Each part should stand out.

The materials used in the manufacture of a product, are likely to be 'modern', rather than traditional.

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Study Gerrit Rietveld's 'Red Blue' chair (1917-1918).



DE STIJL AND ARCHITECTURE

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.

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WHAT IS POP ART ?

Pop Art was originally an Art Movement, with artists such as Andy Warhol and David Hockney producing colourful screen prints.

Every day objects were often painted and reproduced as cheap prints and sold to the general public. These include coke tins, dollar bills and comic strips.

Pop Art has been applied to product design - e.g. furniture.

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Warhol produced his art work 'Campbell's Soup' in 1962.

Pop Artwork like this is regarded as an Iconic drawing of the 1960s.

CHARACTERISTICS OF POP ART



Images stand for popular culture.

The images are often consumer products - e.g. soup cans and coke bottles.

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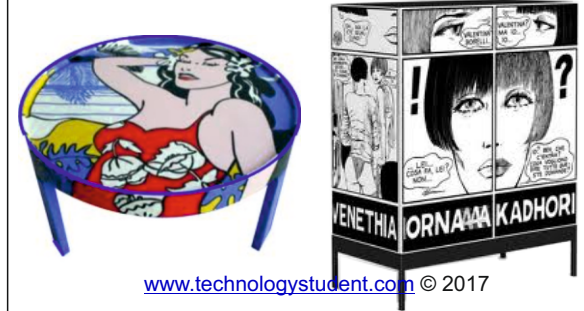
Pop Art is colourful and distinctive.

Multiple copies printed and sold to the general public.

Comic strips are popular.

Multiple images often used in art work (see above).

EXAMPLES OF POP ART FURNITURE



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THE COST OF ORIGINALS



Andy Warhol's original 1962 Cola Bottle, sold recently for \$35.3.

Famous Pop Art originals tend to reach very high prices, at auction.